



Food Collection Initiative

All Lions clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This planner is intended to provide recommendations and should not be considered legal advice or best practices. The activities in this planner may or may not be appropriate within your community. Please consult a local professional to ensure compliance with all laws and regulations, safety guidelines and best practices.



Food Collection Initiative

This project planner can help you facilitate a week-long food collection initiative that mobilizes the community to donate nutritious food for subsequent sorting, packing and delivery to local food organizations.

By taking on a project like this, you're helping achieve our strategic vision of ensuring all community members have access to nutritious foods.

Start planning your event.

Fill in the blank fields in the form below to determine the details of your event.

What you will achieve » Support a local food organization by collecting nutritious food to benefit the community members it serves	Duration 7 day	Location <input type="radio"/> Schools <input type="radio"/> Faith-based organizations <input type="radio"/> Businesses <input type="radio"/> Community events <input type="radio"/> Food stores <input type="radio"/> Food collection organizations (Food banks/pantries, soup kitchens, etc.) <input type="radio"/> Other
	Planning time 1-2 months	
	Start/end dates _____	

Planned participants		
Select the audience you would like to serve at your event.		
People we will serve: <input type="radio"/> Children <input type="radio"/> Youth <input type="radio"/> Adult <input checked="" type="radio"/> All	People who will provide services: <input type="radio"/> Local food organization representatives <input type="radio"/> Food collection location representatives <input type="radio"/> Other volunteers _____	Notes:

Determine all required tasks for your project.

Be sure to focus your planning efforts on activities that are fun as well as educational. All projects should incorporate the following three tasks:

1. Select the food organization to receive your food.

- » Traditional organizations include food banks, which collect large amounts of food for distribution by smaller organizations, and distribution organizations like food pantries, soup kitchens, shelters and more.

2. Determine the style of your food collection.

- » Drop off boxes or containers for people to bring food donations:
 - Place a collection container at your place of work and encourage staff to place donations in this communal area
 - Benefit: low volunteer requirement
- » Host in-person collection sites at a grocery store or other business where people buy food:
 - Benefit: higher visibility for your club and your hunger work
 - Benefit: greater chance of reminding people to donate
- » Drop off boxes and in-person collection sites
 - Benefit: combines the strengths of both styles of food collection

3. Promote your food collection project.

- » Ideas to promote your food collection:
 - Flyers posted around the community
 - Announcement via local news (television, radio, etc.)
 - Announcement at other group gatherings (club meetings, faith-based services, school functions, etc.)
 - Attach the food collection to a sporting event, concert or other large community activity
 - Ask a local celebrity or media personality to advertise the collection
 - Include promotion on Facebook, Twitter, Snapchat, WhatsApp, Instagram and other social media platforms
- » Promotional materials should include:
 - Lions club name and logo
 - Partner name(s) and logo(s) (collection location and food organization)
 - Date(s), time(s) and location(s)
 - Suggested food/additional items for donation



Assign roles for volunteers at your event.

Position/Role	Name	Contact Information	Notes
Project lead			Can be a Lion/Leo hunger champion in the club, and able to manage event logistics as well as volunteers
Volunteer manager			Assigns duties to volunteers, and makes sure they are supported if they have questions
Marketing lead			
Food organization representative			
Food collection location representative			
Event photographer			You must secure signed release forms from participants if you plan to use event photographs for promotional purposes

Make sure you have the appropriate ratio of adults to children for your selected activities.

Number of Lions	
Number of Leos	
Number of others	

Suggested volunteer ratios*:

- » 0-4 years: 1 volunteer per 4 children
- » 4-8 years: 1 volunteer per 6 children
- » 9-12 years: 1 volunteer per 8 children
- » 12-18 years: 1 volunteer per 10 children

* Many local governments have laws limiting the number of children a child care worker can be assigned to. Please be sure that any activities comply with local regulations.



Organize your project into achievable steps.

The project lead may complete this form and track progress.

Status	Task	Deadline	Task Lead	Tips
X	Inform your club			Host a meeting to inform your club about the event
	Create event name/title			
	Form a planning committee			
	Prepare a preliminary budget			
	Pursue funding (if necessary)			
	Contact the food organization where you will donate the food			Refer to supplemental discussion guide
	Contact the location of the food collection, and secure location			Refer to supplemental discussion guide
	Ensure proper insurance coverage			<p>Check with relevant officials to determine if a certificate of insurance or supplemental insurance will be required</p> <p>For questions regarding coverage under the General Liability Insurance Policy provided to all Lions clubs, please review the Program Insurance Booklet by visiting http://lionsclubs.org/pib-en</p>
	Secure necessary volunteers, and assign volunteer responsibilities			<p>Volunteer responsibilities include:</p> <ul style="list-style-type: none"> » Designing and distributing promotional materials » Sorting collected food items » Noting expiration dates on collected items » Packing collected food items » Delivering collected food items » Staffing the collection area to provide a welcoming environment and/or sharing information about the event, Lions clubs and the partner food organization
	Create promotion/marketing plan			Can include flyers, digital materials, etc.



Organize your project into achievable steps (continued).

Status	Task	Deadline	Task Lead	Tips
	Set up the food collection site			<ul style="list-style-type: none"> » Use clear signage so donors know where to bring food » Include information about LCI, where the food is being donated and educational facts about hunger in your community » Include sorting signage if necessary » Plan to bring boxes, crates, bags, etc., to sort and pack donated food » If volunteers will staff the collection area, consider 2-3-hour shifts
	Collect and sort food items			Make sure to follow local safety and handling regulations when sorting food items
	Deliver food to the food organization			Confirm handling and refrigeration regulations with the food organization
	Follow up with the food organization to see if there are ways to improve your food collection in the future			
	Schedule a post-event meeting to celebrate successes and discuss opportunities for improvement			Use the reflection questions to talk about your project



Determine the budget for your project.

_____ may use this worksheet to determine finances for the event.

Description	Quantity	Cost	Total Expense	In-Kind/ Donations	Income	Balance
Food packaging materials						
Refrigeration materials						
Sorting materials (paper bags, etc.)						
Collection site materials						
Table						
Chairs						
Educational materials (Lions Clubs International, partner organizations, hunger needs in the community, etc.)						
Marketing						
Promotional materials						
Other						
Water/snacks for volunteers						



Measure the success of your project.

Reconvene as an event planning committee to celebrate your impact and report your service!



QUICK TIP

- ▶ Consult the food organization to estimate how many people will be served by the food your club collected.

Success Measures			
Measure your project			
# of people served under 18		# of nonmembers volunteered	
# of people served 18+		Total direct service hours	
# of Lions volunteered		Total project planning/fundraising hours	
# of Leos volunteered			
Reflect on your project			
1. Did you organize and implement a nutritious food collection to serve community members in need?			
2. Did you educate the community about Lions International and the hunger needs in your local community and how they can help?			
3. What were your biggest successes?			
4. What were your biggest challenges?			
5. Would you do this event again?			
6. What would you change?			



Planning discussion guide

Questions to discuss with a representative of a local food organization:

- » What specific food do you need?
- » What age or health-appropriate foods do you need (e.g., low-sodium, soft foods, easy-to-open, allergy sensitive)?
- » What foods are culturally appropriate?
- » Do you need any non-food items?
- » Do you accept fresh foods? What are the regulations for accepting fresh foods?
- » Are there package size preferences (e.g., bulk versus individually packed)?
- » Does the food need to be sorted? If so, how?
- » What is the best way to deliver food to the organization? When should food be donated?
- » Are there other ways our Lions club could help your organization?

Questions to discuss with a representative from the food collection location:

- » Where specifically will the collection be held? For example, the entrance of the building, next to the cash registers, in the main office, at the entrances of the market, etc.
- » What dates and times will the collection be held?
- » Where will the food be stored before pick-up (if volunteers are not picking up and delivering the food on the same day)?
- » Can volunteers work the collection? If so, are there special instructions or information for them?
- » Are there special instructions or information for the volunteers who will organize and pick-up the food?
- » Can you promote the food collection at the location?
- » Can we promote Lions International and any partner food organizations at the location?
- » Can we promote the food collection location in our marketing channels (television, newspaper, social media, etc.)?
- » What are other ways you can collaborate to make this collection successful?

Things to consider when assigning volunteer responsibilities:

- » Will volunteers staff the donation site?
- » How frequently will you sort, pack and deliver food (depending on whether you are collecting fresh foods or non-perishable items)?

