

# Local Food Drive

Project Notebook and Operating Manual

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## **Job Description**

The Local Food Drive is a fundraiser and purchasing project to help people in need while supporting a more sustainable food system. Your job as coordinator is to manage the project for Sustain Mizzou.

For clarity and ease, the project is broken into sections for explanation. However, the sections often overlap, and each part is dependent on the others.

- *Fundraising*

You are coordinating a fundraiser and purchasing project so you must follow fundraising guidelines set forth by multiple organizations. Also, you must coordinate the counting and accounting of donations and expenditures.

- *Publicity*

You must advertise for the project's fundraiser, so that funds will be given to continue operations. This involves creating slogans, making flyers, talking in front of groups, writing emails, and otherwise promoting the event.

- *Volunteer Coordination*

You must coordinate volunteers to staff the donation tables, wear costumes, spread the word, and follow the guidelines. You must also be able to put in a serious amount of volunteer time yourself. You may be in contact with around 50 people during the week to make sure shifts are covered and necessary tasks are completed.

- *Purchasing*

You oversee the distribution of the funds raised. You explore the market for nutritious foods, procure them, and ensure delivery to the target population. You serve as a contact between farmers, the CMFB, and Sustain Mizzou (and other sponsor groups).

### **Reporting requirements:**

Report progress and upcoming events and any areas you need help with to Sustain Mizzou President

Report all financial data to Sustain Mizzou Treasurer and make sure accounts match up

Report progress events to full Sustain Mizzou group and/or the Executive Board if you want

Report to other sponsors, to their Execs or at meetings (before and after the event)

## **Local Food Drive Timeline**

Some of the items are time sensitive, but other tasks you have flexibility. Time sensitive tasks are noted with an asterisk\*. Try to get as much done early as possible, because it can get very busy in the 2 weeks before the actual fundraiser. You may hold meetings or do other tasks, but you will have to fill those in on the schedule. I have tried to reconstruct the calendar from the past and rearrange it to an ideal format.

### 16-24 weeks in advance

- Set dates of the food drive (can change up to about 8 weeks, after that, should be set in stone)

### 12-16 weeks in advance

- Flyer brainstorming, get pictures, and complete basics of flyer- perhaps work with design center to come up with poster or find someone to do it or do it yourself
- Review and update fact sheet

### 10-12 weeks

- Prepare basic info sheet for potential sponsors
- Create Local Food Drive Committee in Sustain Mizzou
- Rent costumes/ work out deal with gotcha
- Assemble core volunteer group- includes costume wearers and others who will play key roles

### 8-10 weeks

- Contact potential sponsor organizations via president and vice president\*  
Try to get a solid agricultural group sponsor this year

### 6-8 weeks

- Review the data; summarize the past year of the project for display
- Come up with slogan- “if everyone gave...”
- Prepare fundraising application

### 5 weeks

- send out email to last year’s email list (do we want to be on it newsletter again?)
- start up new email list for current food drive
- have sponsor groups reserve tables\*
- Email Central Missouri Food Bank about upcoming project
- Submit fundraising application to the ORG\*

### 4 weeks

- send short summary of project for placement in newsletters:

Environmental Studies (contact info)

- Make fact display for table- not too much info, but something they can see more info at the table- pictures too
- Email Farmer's Market manager to get table for final donation collection for the Saturday after the MU fundraising

### 3 weeks

- Have complete flyer and fact sheet ready 3 weeks in advance\*
- Visit sponsoring groups meetings to tell them about it. Take flyers and fact sheets with you.
- send out second and last email to last years list to see if still interested (take off anyone who has already replied)
- get schedules of costume people so can cross-coordinate with volunteer schedule
- make donation cans, yellow signs, donation envelopes

### 2 weeks

- Take flyers to Defoe Room 8 for placement in the Residence Halls\*
- begin volunteer signup for all shifts- recruit, recruit, recruit!
- Write Press Release
- Email friends and other people to tell them about the upcoming project

### Week before

- Catch up on everything
- Go to organizations and tell them about it (MSA, Greek, Etc.)
- Set up class visits with professors in advance (to speak in front of class)

#### *Tuesday:*

- Publicity email- update volunteers on publicity schedule, send PDF of flyers
- Put flyers up or have volunteers do

#### *Wednesday:*

- Email volunteers with fact sheet

#### *Friday:*

- Pick costumes up.

#### *Saturday:*

- Type volunteer instructions
- Get real food for display at farmers market, find basket to hold all (Root Cellar?)
- Practice setting up the display to make sure you have everything you need

### Week of

#### *Sunday (early):*

- Send out final schedule and general instructions in an email
- Send each volunteer an email the day before their shift- around 6pm so they will

have time to check it and see it. This sounds somewhat tedious, but it can go quickly if you cut and paste, only changing names and times. Email each of Monday's volunteers\*

- Make sure have all things, load them up for the morning
- Send out emails to confirm class visits

#### *Monday-Saturday*

- 8am set up table\*
- 5pm take down table\*
- Email each day's volunteers a day in advance, around 5-6pm, so they get a reminder to show up. I have found this to be extremely effective in making sure the tables are always covered\*
- You might get a cancellation or two as the day progresses- be ready to cover it or find some one to. Even if people don't reschedule, thank them anyway and do appreciate that they tried.
- Check up volunteers, make sure shifts are covered
- Encourage people to donate, promote, promote, promote!
- Money counting: try to do each night, have ready to deposit in the morning\*
- Answer press phone calls and emails

#### 1-4 days after

- Write thank you to volunteers, informing them of total.
- Account for receipts, deposit slips, etc. This stuff can get lost easily in the final days.

#### Week-2 weeks after

- Write thank you's to anyone else you need to
- Visit sponsor groups to thank and update them on progress
- Begin surveying market, identifying purchasing strategies

#### 2 weeks after-May

- Leadership Transition- find a new coordinator, help them connect to opportunities to make it work for them
- Egg purchases, if any
- Figure out spending proposals
- Spend it on approved items
- Keep accurate records

#### May-October 2007

- Complete spending
- Planning, Repeat of above schedule

## Work Breakdown Structure (WBS)

This view of the calendar categorizes the tasks into the sections outlined in the job description. The WBS allows for a more cohesive view of what needs to happen to make the project a success. The functions overlap, such as preparing the table display as a publicity function and using the table as a collection point for fundraising. Fundraising, publicity, volunteer coordination, and purchasing are the four separate functions. Each function must be accomplished so that the others may succeed as well.

Some of the items are time sensitive, but other tasks you have flexibility. Time sensitive tasks are noted with an asterisk\*. Try to get as much done early as possible, because it can get very busy in the 2 weeks before the actual fundraiser. You may hold meetings or do other tasks, but you will have to fill those in on the schedule. I have tried to reconstruct the calendar from the past and rearrange it to an ideal format. All weeks are listed as advance, such as task a should be done “5 weeks [in advance].”

### 1. Local Food Drive

#### 1.1 Fundraising:

- Set dates of the food drive (can change up to about 8 weeks, after that, should be set in stone) (16-24 weeks in advance)
- Create Local Food Drive Committee in Sustain Mizzou (10 weeks)
- Prepare fundraising application (6-8 weeks)
- Submit fundraising application to the ORG (5 weeks)\*
- Email Farmer’s Market manager to get table for final donation collection for the Saturday after the MU fundraising (4 weeks)
- Make donation cans, yellow signs, donation envelopes (3 weeks)
- 8am set up table (Week of: Monday-Saturday)\*
- 5pm take down table (Week of: Monday-Saturday)\*
- Money counting: try to do each night, have ready to deposit in the morning (Week of: Monday-Saturday)\*
- Account for receipts, deposit slips, etc. This stuff can get lost easily in the final days. (1-4 days after)

#### 1.2 Publicity:

- Flyer brainstorming, get pictures, and complete basics of flyer- perhaps work with design center to come up with poster or find someone to do it or do it yourself (12-16 weeks in advance)
- Education: Review and update fact sheet (12-16 weeks in advance)
- Review the data; summarize the past year of the project for display (6-8 weeks)
- Come up with slogan- “if everyone gave...” (6-8 weeks)
- send short summary of project for placement in sponsor newsletters: (4 weeks)
- Make fact display for table- not too much info, but something they can see more info at the table- pictures too (4 weeks)

- Email Central Missouri Food Bank about upcoming project (4 weeks)
- Have complete flyer and fact sheet ready (3 weeks in advance)\*
- Take flyers to Defoe Room 8 for placement in the Residence Halls (2 weeks) \*
- Write Press Release (2 weeks)
- Email friends and other people to tell them about the upcoming project (2 weeks)
- Go to organizations and tell them about it (MSA, Greek, Etc.) (Week before)
- Set up class visits with professors in advance (to speak in front of class) (Week before)
- Publicity email- update volunteers on publicity schedule, send PDF of flyers (Tuesday before)
- Put flyers up or have volunteers do (Tuesday before)
- Pick costumes up (Friday before)
- Get real food for display at farmers market, find basket to hold all (Root Cellar?) (Saturday before)
- Practice setting up the display to make sure you have everything you need (Saturday before)
- Send out emails to confirm class visits (Sunday before (early))
- Make sure have all things, load them up for the morning (Sunday before (early))
- Encourage people to donate, promote, promote, promote! (Week of: Monday-Saturday)
- Answer press phone calls and emails (Week of: Monday-Saturday)

### 1.3 Volunteer Coordination:

- Prepare basic info sheet for potential sponsors (10-12 weeks)
- Rent costumes/ work out deal with gotcha (10-12 weeks)
- Assemble core volunteer group- includes costume wearers and others who will play key roles (10-12 weeks)
- Contact potential sponsor organizations via president and vice president. Try to get a solid agricultural group sponsor this year (8-10 weeks)\*
- Send out email to last years email list (do want to be on it list serve again?) (5 weeks)
- Have sponsor groups reserve tables (5 weeks) \*
- Start up new email list for current food drive (5 weeks)
- Visit sponsoring groups meetings to tell them about it. Take flyers and fact sheets with you. (3 weeks)
- Send out second and last email to last year's list to see if still interested (take off anyone who has already replied) (3 weeks)
- Get schedules of costume people so can cross coordinate with volunteer schedule (3 weeks)
- Begin volunteer signup for all shifts- recruit, recruit, recruit! (2 weeks)
- Email volunteers with fact sheet, informed volunteers are a good thing (Wednesday before)
- Type volunteer instructions (Saturday before)
- Send out final schedule and general instructions in an email (early Sunday before)

- Send each volunteer an email the day before their shift- around 6pm so they will have time to check it and see it. This sounds somewhat tedious, but it can go quickly if you cut and paste, only changing names and times. Email each of Monday's volunteers\*
- Email each day's volunteers a day in advance, around 5-6pm, so they get a reminder to show up. I have found this to be extremely effective in making sure the tables are always covered (Week of: Monday-Saturday)\*
- You might get a cancellation or two as the day progresses- be ready to cover it or find some one to. Even if people don't reschedule, thank them anyway and do appreciate that they tried. (Week of: Monday-Saturday)
- Check up volunteers, make sure shifts are covered (Week of: Monday-Saturday)
- Write thank you to volunteers, informing them of total (1-4 days after)
- Write thank you's to anyone else you need to (2 weeks after)
- Visit sponsor groups to thank and update them on progress (2 weeks after)
- Leadership Transition- find a new coordinator, help them connect to opportunities to make it work for them (2 weeks after-May)
- Planning, Repeat of above schedule (May-October 2007)

#### 1.4 Purchasing

- Begin surveying market, identifying purchasing strategies (2 weeks after)
- Leadership Transition- find a new coordinator, help them connect to opportunities to make it work for them (2 weeks after-May)
- Egg purchases, if any (2 weeks after-May)
- Figure out spending proposals (2 weeks after-May)
- Spend it on approved items (2 weeks after-October)
- Keep accurate records (all the time!!)
- Complete spending (May-October 2007)

### **Fundraising**

The Local Food Drive is a project to help supply nourishment to people in way that is environmentally preferable. In order to accomplish such needs, funds (or land and labor, etc.) are needed. For most students, it is not realistic to have plots of land or extra time to grow fresh produce for people in need. However, people are willing to give donations in order to operate such a project. The first part of the food drive accomplishes the acquisition of such funds.

#### **Fundraising Work Breakdown:**

- Set dates of the food drive (can change up to about 8 weeks, after that, should be set in stone) (16-24 weeks in advance)
- Create Local Food Drive Committee in Sustain Mizzou (10 weeks)
- Prepare fundraising application (6-8 weeks)
- Submit fundraising application to the ORG (5 weeks)\*
- Email Farmer's Market manager to get table for final donation collection for the Saturday after the MU fundraising (4 weeks)

- Make donation cans, yellow signs, donation envelopes (3 weeks)
- 8am set up table (Week of: Monday-Saturday)\*
- 5pm take down table (Week of: Monday-Saturday)\*
- Money counting: try to do each night, have ready to deposit in the morning (Week of: Monday-Saturday)\*
- Account for receipts, deposit slips, etc. This stuff can get lost easily in the final days. (1-4 days after)

### **Accessing Resources**

In order to conduct the fundraiser, a number of tangible and intangible resources are needed:

Tangible:

Volunteers

Flyers

Donation Cans

Cash to pay for needed items

Costumes

Other publicity items

Tables

Intangible:

Information

Publicity to create awareness of fundraiser

Access to campus areas, free tables

Being part of an organization can provide most of these tangible and intangible resources. Sustain Mizzou has taken the role of primary project sponsor, so first and foremost, as project manager, you must follow their rules to access these resources.

### **Sustain Mizzou Constitutional and Bylaw Policies to be aware of:**

*Constitution*

Article 1:

If Sustain Mizzou adopts the project, then this article makes the project a Sustain Mizzou Project.

Article II: Purpose

- A. Incorporate education and action
- B. Non-partisan sustainability- supports projects open to all- Local Food Drive very much embodies this, must maintain that neutrality

### C. Charitable Purpose

#### Article III:

This binds you to follow the M-book, state, and federal policies. Following these is given a substantial part of this operating manual. This includes getting approval for the fundraiser, keeping documentation of all major donations and all distributions of funds (purchases).

#### Article VII:

President serves as Primary Contact. The Presidents/Primary Contacts must reserve tables, submit forms to ORG, and reserve rooms. You will be unauthorized and so it is important to gather their support and make sure they follow through with reservations.

#### Article XII: Communication

Let the president know about upcoming events and volunteer opportunities so they can be distributed in the newsletter and other publicity.

#### Article XIII: Committees

At a full Sustain Mizzou meeting, propose the creation of a committee for the Local Food Drive. Once created, you can run as chair and get someone from the Executive Board to serve as well. When this committee is created, the project becomes an official Sustain Mizzou project. Also, this clause asks that you make a report to each full Sustain Mizzou meeting.

#### *Bylaws:*

##### Part I.

B. You will submit proposals and ask for Executive Board approval on a number of issues. These are explained below in Part II B and J and in the Resources section of this manual.

##### Part II.

B. Get approval in advance from Sustain Mizzou Executive Board to accept donations by approving and sending in the fundraising form to the ORG.

I. Keep all documents on record, especially any donation or expenditure receipts. Also keep invoices and copies of checks around.

J. The Sustain Mizzou Advisor must write a letter supporting that you, the Local Food

Drive Coordinator, are authorized to access the Sustain Mizzou Local Food Drive account. There are two parts to the food drive account, checking and savings. The Sustain Mizzou Local Food Drive Checking Account is only for deposits of donations for the Food Drive and purchases for the Food Drive. It contains all the money raised. The Savings Account has \$25.00 in it from the general Sustain Mizzou Account, which does not have to be spent on food but cannot be removed unless the account is closed.

You must ask for approval to spend the money raised for the Food Drive. This can be done by a proposal to the Executive Board. See the resources section for sample requests. These proposals can be done in advance, such as a lump sum, which allocates that money to be spent by you on certain approved items. Up to that amount of money can be spent on said items by you, once you are on the account. Again, keep all records as you must report to the Treasurer and President of Sustain Mizzou, the ORG, and the IRS.

### **Where to get the start-up capital:**

Sustain Mizzou! Costumes should be owned soon, which eliminates most of the costs. Use Sustain Mizzou money for copies, flyers, supplies, etc. However, ORG allocated money cannot be used for fundraising. I try to spend no more than 10 cents for every dollar I want to return (spend a dime to make a dollar). In 2005, we turned every 7 cents spent on the project into one dollar for food purchases. It could also be said that for every \$1 invested, we got back \$14.26 (Cost Performance Index).

### **Collection of funds**

At the tables during the fundraising week, change, dollar bills, and checks will be collected. It is your job to make sure that this money is secure. This can be done by informing volunteers and ensuring that the schedule is filled. A secure way to collect the money is necessary, such as a coffee can with taped-on lid, and a slot on top so hands cannot reach in. The collected funds must be counted in a safe environment each night and deposited in the bank as soon as possible.

### **Management of Funds**

Management of Funds can be done easily on a spreadsheet in Microsoft Excel. Files for the past can be found on the attached disc. Also, three examples are printed out, which are for the most part the only spreadsheets that need to be made.

Budget-

Must be kept for IRS Compliance and general accounting purposes. Considered to be fundraising expenses and must be documented and back by receipt.

Raised-

Day counts for yearly comparison and also to ensure that money is safe. Provides total for what can be spent. Also must be kept for IRS Compliance.

Spent-

Must be kept for IRS compliance and general accounting purposes. Each purchase should be recorded in detail. Invoices and delivery receipts should be kept and filed.

This information should be reported to the Sustain Mizzou Treasurer on a regular basis.

A sample budget, sample amount raised spreadsheet, and sample spending record are attached and follow these pages.

## Publicity

*Spread the word!!!*

Publicity is the major cost of the MU Local-Food Food Drive. The total project works on a relatively small budget- around \$200. Thus far, we have skipped the mainstream avenues of advertising such as Maneater Ads and MU Info Announcement, because they are expensive and we believe we have a much greater force of publicity- passionate volunteers! The theory is that we can do better by generating a strong word of mouth campaign. Ads may be in print, but there is nothing like hearing about an exciting project from another person. This is identified in Marketing as “word of mouth.”

### Publicity Work Breakdown:

- Flyer brainstorming, get pictures, and complete basics of flyer- perhaps work with design center to come up with poster or find someone to do it or do it yourself (12-16 weeks in advance)
- Education: Review and update fact sheet (12-16 weeks in advance)
- Review the data; summarize the past year of the project for display (6-8 weeks)
- Come up with slogan- “if everyone gave...” (6-8 weeks)
- send short summary of project for placement in sponsor newsletters: (4 weeks)
- Make fact display for table- not too much info, but something they can see more info at the table- pictures too (4 weeks)
- Email Central Missouri Food Bank about upcoming project (4 weeks)
- Have complete flyer and fact sheet ready (3 weeks in advance)\*
- Take flyers to Defoe Room 8 for placement in the Residence Halls (2 weeks) \*
- Write Press Release (2 weeks)
- Email friends and other people to tell them about the upcoming project (2 weeks)
- Go to organizations and tell them about it (MSA, Greek, Etc.) (Week before)
- Set up class visits with professors in advance (to speak in front of class) (Week before)
- Publicity email- update volunteers on publicity schedule, send PDF of flyers (Tuesday before)
- Put flyers up or have volunteers do (Tuesday before)
- Pick costumes up (Friday before)
- Get real food for display at farmers market, find basket to hold all (Root Cellar?) (Saturday before)
- Practice setting up the display to make sure you have everything you need

- (Saturday before)
- Send out emails to confirm class visits (Sunday before (early))
- Make sure have all things, load them up for the morning (Sunday before (early))
- Encourage people to donate, promote, promote, promote! (Week of: Monday-Saturday)
- Answer press phone calls and emails (Week of: Monday-Saturday)

Word of Mouth- all of the following ideas can be used in generating word of mouth...

### **Flyers**

We do use flyers and posters, which are pretty traditional! Make some full-color flyers. These should be used at the table and place in areas where they will not be torn or covered. They are expensive. Create a PDF of the color version and send it to be people (check to make sure it can be easily converted to grayscale for printing). Flyers should be delivered to the dorms two weeks before the event, no earlier and no later. You might create a small quarter-page flyer that can be easily printed and given out. My recommendation is to carry one full color flyer with you and give people quarter sheet flyers. Volunteers can do this as well. Have copies ready for them if they do not want to print them.

Flyer must contain:

Title

Date

Place

purpose

What to look for (costumes)

Email for questions/comments

Sponsoring logos

The past two flyers and the 2005 quarter sheet are at the end of the publicity section.

### **Classroom speaking**

There are a number of professors who let students speak at the beginning of the classes. Having a costumed volunteer speak to several classes is a great way to increase visibility and collect funds. Work it out with the professors ahead of time.

### **Costumes**

The costumes are a very large part of our marketing campaign. They create a high visibility face to the campaign and focus the attention on food. We have specifically selected the costumes the apple, carrot, and egg because they are local food items. Offer this out to volunteers, but it is important to recruit 3-4 volunteers that will commit to being the main costume people. They may put in 25 hours in a week... so these people

must want to be the food!

### **Your own Local Food sign!**

We have yellow signs (felt with a yarn string attached) that display “Local Food for Local People- Donate Today!” that any food drive volunteer can wear. The idea is 1) marketing that is a lot less expensive than T-shirts and 2) to identify our volunteers. The signs will be available at the table (can distribute before the week as well).

### **Press**

Write a press release, email to media contacts if know them or get someone from Sustain Mizzou to do. Have available at table for reporters that stop by.

### **Group Newsletters**

Create a short blurb that can be included in group newsletters. Send to all sponsoring groups. Also, send to Jan Weaver from Environmental Studies.

### **A few things we can't do**

No chalking the sidewalks- it is illegal at MU. Also, we represent MU, the Central Missouri Food Bank, Sustain Mizzou, MSA, Students United, and the Food Circles Networking Project, so be tasteful.

Make noise in front of Memorial Union.

Harass passers-by.

### **Notes**

Be creative and innovative!!! This is a student project- and you all are making it happen, so let people know in whatever way that is comfortable to you.

Ideas:

Use facebook to spread the word (we considered facebook ads, but \$75 is a bit much for our budget)... post it on your friend's walls...

email your friends...

tell a student group that you are part of...

start a change collection in your house/residence hall floor/dining hall...

dance a jig in the name of local food...

As coordinator, you will be the main representative of the Food Drive. You will receive the bulk of the emails relating to the event; getting the word out effectively may involve answering most if not all of them! Be ready for them about 2 weeks in advance of the project.

Your job is to be the food drive! Be enthusiastic about it and get others excited about it.

Have fun with it!

### **Slogans and Statistics:**

Come up with 1-2 statistics or slogans that can be used easily on the flyer and in speech to motivate them to give to the food drive.

2004: If Every Person at MU Gave A Dime, We Could Supply Fresh Local Apples To Over 15,000 People

Here is how I came up with the slogans for 2005:

*How much can MU do?*

<http://www.missouri.edu/mufacts.htm>

Enrollment (*Fall 2004*)

Total, 27,003;

**Full-Time Employees** (*Benefit-Eligible*)

11,868

Total student + employee at MU: 38871

If every person (total student + employee at MU) at MU gave a quarter, that would raise: 9717.75

How many people need help?

<http://www.census.gov/cgi-bin/saipe/saipe.cgi>

“All ages in poverty, 2002”

<b>ID</b>	<b>State and County</b>	<b>Number</b>	<b>90% Confidence Interval</b>	<b>Percent</b>	<b>90% Confidence Interval</b>
29019	Boone County	14,568	11,319 to 17,817	10.9	8.5 to 13.3

[2002 Estimation Details](#) | [Back to top](#)

so if 15,000 in poverty in Boone County... then 3750 families...

*So if everyone helps, what can we do for all the people in need?*

Price of eggs/dozen: \$2

\$7500 needed for a dozen eggs per family. If every person at MU gave a quarter, we could supply every poverty-stricken family in Boone County with a dozen fresh local eggs this winter

Then would have \$2217.75 left if everyone actually gave.

But, we used this instead:

\$2 = 1 pound of vegetables/fruits

Same equation, but with vegetables instead of eggs.

If every person at MU gives a quarter, we can supply every poverty-stricken family in Boone County with a pound of fresh local fruits and vegetables.

### **Volunteer Coordination**

Communication between you and your volunteers is the most important part of your job. Take care of their concerns- make it work for them. Provide them with easy to use information and encourage them to make a difference in their personal spheres. Volunteers enable the project to collect so much money and they do it for free! People are looking for a good cause and will give their time to promote it. In essence, volunteers are your best friends in this project. Empower them to make a difference!

#### **Volunteer Coordination Work Breakdown:**

- Prepare basic info sheet for potential sponsors (10-12 weeks)
- Rent costumes/ work out deal with gotcha (10-12 weeks)
- Assemble core volunteer group- includes costume wearers and others who will play key roles (10-12 weeks)
- Contact potential sponsor organizations via president and vice president. Try to get a solid agricultural group sponsor this year (8-10 weeks)\*
- Send out email to last years email list (do want to be on it list serve again?) (5 weeks)
- Have sponsor groups reserve tables (5 weeks) \*
- Start up new email list for current food drive (5 weeks)
- Visit sponsoring groups meetings to tell them about it. Take flyers and fact sheets with you. (3 weeks)
- Send out second and last email to last year's list to see if still interested (take off anyone who has already replied) (3 weeks)
- Get schedules of costume people so can cross coordinate with volunteer schedule (3 weeks)
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- Email volunteers with fact sheet, informed volunteers are a good thing (Wednesday before)
- Type volunteer instructions (Saturday before)
- Send out final schedule and general instructions in an email (early Sunday before)
- Send each volunteer an email the day before their shift- around 6pm so they will have time to check it and see it. This sounds somewhat tedious, but it can go quickly if you cut and paste, only changing names and times. Email each of Monday's volunteers\*

- Email each day's volunteers a day in advance, around 5-6pm, so they get a reminder to show up. I have found this to be extremely effective in making sure the tables are always covered (Week of: Monday-Saturday)\*
- You might get a cancellation or two as the day progresses- be ready to cover it or find some one to. Even if people don't reschedule, thank them anyway and do appreciate that they tried. (Week of: Monday-Saturday)
- Check up volunteers, make sure shifts are covered (Week of: Monday-Saturday)
- Write thank you to volunteers, informing them of total (1-4 days after)
- Write thank you's to anyone else you need to (2 weeks after)
- Visit sponsor groups to thank and update them on progress (2 weeks after)
- Leadership Transition- find a new coordinator, help them connect to opportunities to make it work for them (2 weeks after-May)
- Planning, Repeat of above schedule (May-October 2007)

### **Sponsors**

For publicity and for recruiting volunteers

The goal of having a sponsor is to share the cost of the project in exchange for something (the opportunity to co-sponsor, to become involved, to get publicity, etc.). This project does not cost much so how I have done it is share the volunteer cost- share the amount of time it takes to staff the event. It's social at the table and the weather is usually nice so people enjoy doing it for a good cause. To be a sponsor, it required 10 hours of volunteer time for an organization.

Each student group will have the ability to reserve a table for up to 3 days in one week. If you have 2 tables for the whole week, it will require 4 recognized and not-on-hold student organizations to reserve enough tables. This is a very important part of the sponsorship.

Partnerships were an essential part of the Food drive in each year. The different student groups offered volunteers, publicity, and gave donations. A partnership allows different groups to bring their different strengths to the project. The Central Missouri Food Bank offers publicity, advice, and distribution systems to dispense the food. The Food Circles Networking Project connected us with local farmers and helped develop the project. Here is a description of what other groups might do:

Collegiate Farmers Union- set up table in Agriculture Building for a day- a second collection point, reserved 2 of the tables at Brady (cause one group can reserve up to 3)

Food Circles Networking Project- connected us with local farmers, helped with publicity, and connected us to interested faculty

Sociology Club- volunteers, publicity, promoted food drive in coordination with movie showing "Supersize Me"

Students United- publicity, volunteers, reserved 3 tables

MSA- publicity, volunteers, reserved 2 tables

Sustain Mizzou- publicity, volunteers, overseeing spending of funds, reserved 3 tables

The food drive coordinator acted as a liaison with each group, attended meetings, and sent emails to each group contact for distribution.

### **Sign-up**

Take around a sign-up schedule for people to sign up if they are ready. However, I have found that people like to do it through email so they can check their calendars at their own convenience.

I recommend keeping a computer log and a handwritten one in case one gets lost (it will be difficult to reconstruct- 100+ shifts!!). Keep both updated.

### **Scheduling**

You will need to make sure every shift is covered. You will also want to coordinate volunteers to wear the costumes. Each hour of the food drive requires 3-5 volunteers. At the very minimum, you will want one volunteer per table and one costumed person. At best, you will have two volunteers per table and a costume per table. See the attached schedules.

### **Reminders**

Send each volunteer an email the day before their shift- around 6pm so they will have time to check it and see it. This sounds somewhat tedious, but it can go quickly if you cut and paste, only changing names and times.

Examples:

“Friday- Your volunteer hours at the food drive

Heather-

You are scheduled to volunteer at the Local Food Drive tomorrow- Friday, October 7, at the Brady Commons Table (by the outside fountain) from 10am-11am.

Thanks for volunteering!!! Please email or call me with any questions or concerns.

Jared

Jared Cole

Missouri Students Association Senate (off-campus Representative)  
Sustain Mizzou, Local-Food Food Drive Committee Chair  
[jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)  
913-645-7086"

“Samantha-

You are scheduled to volunteer at the Local Food Drive tomorrow- Friday, October 7, at the Memorial Union Table (outside of the tower) from 10am-11am.

Thanks for volunteering!!! Please email or call me with any questions or concerns.

Jared

Jared Cole  
Missouri Students Association Senate (off-campus Representative)  
Sustain Mizzou, Local-Food Food Drive Committee Chair  
[jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)  
913-645-7086"

### **Instructions**

At the table, jobs include answering people’s questions, collecting donations, and making sure no one runs off with the donations. Our constant public presence is important to emphasize that this food drive is all about people helping other people- no one can communicate that better than the people themselves (you volunteers)!

### **THANK yous and appreciation-**

Express thanks and appreciation to the volunteers, as they put in their free time for this cause. Keep them encouraged and they will keep giving their time.

The bottom line is: in any effort driven by passion and volunteer time, you will get out what you put in (and get others to put in!).

## Purchasing

Sustain Mizzou provides the Central Missouri Food Bank with a service and goods. The Central Missouri Food Bank does not directly receive the money we raise in the Local Food Drive. After fundraising, Sustain Mizzou networks with local farmers in order to find discounted bulk purchases of nutritious food items (“service” is setting up networks and being liaison between farmers and CMFB). After such food deals are found, funds are supplied to farmers in exchange for food items. All of the food (“goods”) is donated to the Central Missouri Food Bank, a 501(C)(3) charitable non-profit organization, so that they may distribute said items to people in need.

### Purchasing Work Breakdown:

- Begin surveying market, identifying purchasing strategies (2 weeks after)
- Leadership Transition- find a new coordinator, help them connect to opportunities to make it work for them (2 weeks after-May)
- Egg purchases, if any (2 weeks after-May)
- Figure out spending proposals (2 weeks after-May)
- Spend it on approved items (2 weeks after-October)
- Keep accurate records (all the time!!)
- Complete spending (May-October 2007)

### To spend the money:

Food Purchase Profile- foods should satisfy these characteristics

- Nutrient dense
- Easy to use
- Locally grown/produced
- Availability of delivery

Items identified:

Bell Peppers	Berries (blueberries, blackberries, etc.)	Broccoli	Eggs
Green Beans	Melons	Sweet Potatoes	Salad Greens

Check with CMFB before any purchases- see what getting, see what not getting

### Network with farmers

Survey

What is available when?

Who can make deliveries?

Check for bulk availability from farmers

Not all farmers are in this for the same reason. Not all want to give discounts and not all will be willing to deliver. Don't feel obligated to buy from any specific farmer, but find the best purchasing options for the goals of the Local Food Drive.

### **Projected purchases and Spending**

Allocate funds for purchases that satisfy the characteristics of the Food Purchase profile.

Example:

1/3 funds on eggs, 1/3 on vegetables, 1/3 on fruits

or

1/3 funds on eggs, 1/3 on contracted purchases, 1/3 market purchases

Regardless of what its used for, the process of how its used- a Sustain Mizzou spending proposal- is covered in the Fundraising section for Constitution and Bylaws.

Each farmer must deliver the food to the CMFB Pantry. The CMFB Pantry will weigh the delivery and give a receipt. The farmer must send the delivery receipt and invoice/price tabulation. Once the delivery receipt arrives, payment for the purchase can be completed. Record each transaction along with weight and file the delivery receipt and check stub in Sustain Mizzou records. Send the payment to the farmer. Get stamps and envelopes from the ORG, using the supply request form. This data must be kept for internal analysis and IRS compliance records.

Ideally, you can find farmers willing to deliver all of the food. This is not always the case. Purchases can be made at the Farmer's Market, or the Root Cellar, so long as they are local food products and the CMFB Pantry or other recipient can give you a legitimate delivery receipt. You may want to reserve some money for purchases at the market, such as blackberries and blueberries, which can be bought at significant discounts in June and July, during availability.

### **What we need from the farmers upon delivery:**

- Weight of product (CMFB Pantry will weigh upon delivery)
- Count of product (not with items like green beans, of course. But melons, apples, bags of lettuce, dozen eggs, etc.)
  - If delivering more than one product, do weights and counts separately
- Copy of delivery receipt form
- Invoice

### **Statistics to keep track of:**

Total pounds donated

Number of items donated

Total poundage/money spent

### **Overall Key points:**

Delivery Receipts are a must!

Prompt Payments!

Communication with farmers making deliveries!  
Record transactions!

## Directory:

### *Central Missouri Food Bank Contacts*

Sean Ross  
Central Missouri Food Bank Pantry Manager  
1408 Indiana Av  
Columbia, MO 65203  
573-874-7848

Heather Duren  
Director of Development  
Central Missouri Food Bank  
HeatherD@centralmofoodbank.org

Rachel Dueber  
Community Resource Developer/Events Coordinator  
Central Missouri Food Bank Network  
(573) 474-1020  
racheld@centralmofoodbank.org

### *Sponsor group emails:*

Mary Hendrickson  
Food Circles Networking Project  
201 Gentry  
Columbia, MO 65211-  
(573) 882-7463 -Phone  
(573) 882-5127 -Fax  
HendricksonM@missouri.edu

Elliot Dill (name shows up as John E. Dill)  
Students United President  
jed4f3@mizzou.edu

Steve Labac  
MSA Campus and Community Relations Committee Chair  
[selwv9@mizzou.edu](mailto:selwv9@mizzou.edu)

Marybeth Brubaker  
Sustain Mizzou President  
mebq54@mizzou.edu

### *Farmers:*

## Vegetables, fruits:

Sunny Acres Farm  
1750 S Rangeline Rd  
Columbia, MO 65201-8967, US

The Salad Garden  
16471 S. Hawkins Road; Ashland, MO 65010

Missouri Highland Farm  
17071 Garrett Road; Jamestown, MO 65046

Phil's Garden (Phil Stewart)  
5250 County Road 311; Fulton, MO 65251

Roanoke Farm Produce  
1692 County Rd 2080, Armstrong, MO 65230

Thoenen Ag Sales  
Rt. 1 Box 70, Bonnot Mill, MO 65016

Sullivan Berries  
310 North Ash, Keytesville, MO 65261

Root Cellar Farm  
1658 County Rd. 342, Fulton, 65251

Beef:  
Rancho Deluxe  
9552 McQuitty Lane; Harrisburg, MO 65256

Eggs:  
Show Me Cattle Company  
8090 E. Highway AB, Columbia, MO 65201

Walk About Acres  
6800 N. Kircher Road  
Columbia, MO 65202

Pierpont Farm (Angela and Rob Hemwall)  
8810 South Route N  
Columbia, MO 65203

Mike Knoll  
Bonne Femme Farm, LLC  
6351 E. Bass Ln.

Columbia, MO 65201  
(573) 449-6755 smknoll@socket.net  
<http://members.socket.net/~smknoll>

### **Resources:**

Here are a few resources that may be helpful

Responses to volunteer surveys- take comments into account when planning

Table reservations- Again, you must work with the primary contacts of sponsoring groups, but here are a couple examples anyway.

*Responses to Volunteer Survey, October 2005:*

#### **Local Food Drive 2005 Volunteer Survey**

Please return to Jared Cole at [jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)

What worked well when you were at the table?

Being able to yell where we are standing is crucial

What could be improved about the table?

Setting up a table at speaker's circle instead of Memorial might work well, where we could make a scene and have fun

What worked well for publicizing the event? What didn't?

I think the flyers and class speaking worked best.

What did you like best about the Local Food Drive?

That it helps so many people, both those in need and local farmers.

What should be improved?

Nothing that I could see

Additional comments?

#### **Local Food Drive 2005 Volunteer Survey**

Please return to Jared Cole at [jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)

What worked well when you were at the table?

Smiling, asking people to donate whatever they had, and offering them the chance to donate later in the week if they didn't have the money right then and there.

What could be improved about the table?

I think that we should give them like stickers or something for donating change to the cause. Some people gave more money than the rest and they certainly deserved something!!!

What worked well for publicizing the event? What didn't?

just telling people to come donate, especially to those who I knew around campus. I didn't really have anything fail, only when people just didn't have money to donate.

What did you like best about the Local Food Drive?

I thought it was a lot of fun, especially with the costumes!!! Having people donate spare change was the best part though.

What should be improved?

The only thing I would improve, is having more tables set up than we did, but I'm not sure that it is compatible with the "rules" on campus.

Additional comments? See ya next year!!!

### **Local Food Drive 2005 Volunteer Survey**

Please return to Jared Cole at jacd27@mizzou.edu

What worked well when you were at the table?

Asking whether people had "anything to donate, today".

What could be improved about the table?

The sign that said "donate your spare change" and whatnot could be bigger. (as long as the table, maybe)

What worked well for publicizing the event? What didn't?

The Maneater article, last year. Next year, we should have the press release in their hands the week prior.

What did you like best about the Local Food Drive?

Jared in an apple suit.

What should be improved?

-More press prior to the thing. Maybe an add in one of the local publications, and possibly an address to which donations can be sent (if that's legal). I think we should get the word out ahead of time, so that when we show up Monday morning people don't think of us as just another coffee can on another table.

-Also, this is probably a pipe dream, but if there's any way we could establish an account and get a card reader at the table, (hooked up to a laptop or something) we would kill. A lot of people don't carry cash any more.

-We should play up the successes of prior years more. Last year we supplied fresh foods to the areas hungry from November to July. That is very significant and if volunteers stressed that to donors, I think there would be a positive reaction.

Additional comments?

### **Local Food Drive 2005 Volunteer Survey**

Please return to Jared Cole at [jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)

What worked well when you were at the table?

The table worked best when you tried to actually look at certain people and get a small conversation started with them about the food drive so that they see we were a credible and good thing that they would want to donate to.

What could be improved about the table?

This one is kind of hard. Maybe just try to draw more attention to the actual table itself by making really visual posters or having a stand up poster beside it or something really hitting the main points of what our food drive is all about.

What worked well for publicizing the event? What didn't?

The costumes are by far your best way to publicize the food drive. It's pretty hard to miss a giant apple, carrot, or egg. Definitely keep speaking to individual classes too because that is a time when people actually have time to stop and get out money instead of being in a rush.

What did you like best about the Local Food Drive?

What I like best about it is that we are collecting only money. I think that it really simplifies things and more good is able to be done b/c people are more likely to donate spare change than they are to take the time to buy canned goods or something and then carry it all the way to school to a drop off site.

What should be improved?

I think that a lot of ppl would've donated money if only they would've had money with them. So, maybe advertise the week before that the food drive is coming up and that ppl should pack some money with them if they are interested in donating?

Additional comments?

### **Local Food Drive 2005 Volunteer Survey**

Please return to Jared Cole at [jacd27@mizzou.edu](mailto:jacd27@mizzou.edu)

What worked well when you were at the table?

People generally loved the food costumes, and more often than not I think that's what

urged them to give money. It seemed like it was also very important to be pretty loud and have your presence known – just sitting and talking to the person next to me could be off-putting to potential donators.

What could be improved about the table?

It seems pretty effective the way it is now. Maybe a big signboard with some facts so that people could read them themselves – a lot of people didn't understand what we were doing until we explained the whole thing to them, and some people don't want to stop and talk for that long.

What worked well for publicizing the event? What didn't?

This I'm not sure about. Passing out flyers and fact sheets is good, and we did that during the week of the food drive, but I don't remember hearing much about anything in the weeks before. I just might not have noticed, though.

What did you like best about the Local Food Drive?

It's a good thing – it helps everyone involved. It's exciting to be part of a really good thing.

What should be improved?

Hmmm...I guess just advertise more. It was pretty lame of the Maneater to only cover the event at the very end of the week. That coverage would have been a lot more beneficial earlier in the game.

Additional comments?

Everyone did a fabulous job – it was great to see everyone get so involved in and passionate about something so great. I had a great time!