Instructions and Policies for Using Food Gatherers’ Marketing Materials

Thank you for hosting a food drive to benefit Food Gatherers — Your work helps us fill the pantries of our hungry neighbors! Our Food Drive webpage (www.foodgatherers.org/fooddrive) contains marketing materials will help you promote your food drive. The following files are included:

1. **A List of our most-needed food items** — A list of food items that our partner programs frequently request. It is a great resource to hang near your collection barrels and to share with those that will donate to your food drive.

2. **Food Gatherers' Logo** — There are two versions in the folder: a .jpg image with a white background and a .png image with no background.
   - We would love for you to include our logo on your own marketing materials (i.e. printed brochures and fliers, your website, social media, etc.). After you have created them, please send your materials to us, for review. Email them to us at sebastian@foodgatherers.org.
   - We ask that you do not manipulate the logo in any way other than converting it to greyscale.
   - If you’re soliciting door-to-door, any materials you hand out should have your contact information on it, not ours. You can tell people that you’re donating to us, but make it clear that you/your organization is in charge of running the drive.

3. **“Food Drive Happening Now!” Poster** — Hang this anywhere you like. It’s set to print on 11” x 17” paper, but you can re-size it using your printer settings.

4. **“Food Collected Here” Signs** — Tape these to your collection boxes if you are using your own or if you purchased a Food Drive Kit from Food Gatherers.

5. **Food Gatherers’ General Brochure** — This brochure provides a general overview of who we are and what we do.

6. **Volunteer Flier** — This insert gives step-by-step instructions on how to sign up to volunteer with Food Gatherers. When printed and cut, it fits nicely inside of the general brochure.

7. **Donor Flier** — This insert gives step-by-step instructions on how to financially support Food Gatherers. When printed and cut, it fits nicely inside of the general brochure.

8. **Want added exposure for your event?** We will post public events to Food Gatherers’ website and social media sites. For inclusion, email (1) the name of your event, (2) the date(s), start and end times, (3) location and (4) a description that’s no more than 50 words to Sebastian Wreford, Manager of Food Donor Relations, sebastian@foodgatherers.org. Please include the Subject Line “Events Calendar Post”.

**Questions?** Please reach out to the following staff members who will be more than happy to help you:

- **For questions related to collecting food** (i.e. how to get a collection barrel; where to drop off the food; how to have your food picked up; etc.)
  - Dan Calderone
    - Transportation Coordinator
    - dan@foodgatherers.org
    - (734) 761-2796

- **For questions related to marketing materials** (i.e. any of the files in this folder; confusion on how you can and can’t use Food Gatherers’ logo; etc.)
  - Sebastian Wreford
    - Manager of Food Donor Relations
    - sebastian@foodgatherers.org
    - (734) 761-2796