

HANDBOOK



**SPREAD
THE HOPE**

**PEANUT
BUTTER
DRIVE**



September 1-30, 2022

Table of Contents

Page 2	Thank you!
Page 3	Peanut Butter Drive History
Page 4	Peanut Butter Drive 2022
Page 5	Spreading the Word about your Peanut Butter Drive
Page 5	Social Media Tips
Page 6	Raising Funds during your Peanut Butter Drive
Page 7	Where to Deliver Peanut Butter
Page 8-9	Frequently Asked Questions
Page 10-13	Peanut Butter Drive Tool-Box



Thank you!

Thank you for participating in the Peanut Butter Drive to help feed hungry North Texans! Through your food drive, you're helping to end hunger right here in our community.

Take a few minutes to look over this handbook. We hope the ideas and tips you find here will help you make your drive a success!

The funds you raise throughout your campaign will soon end up as peanut butter on the table of someone in need. It will provide more than a meal; for that hungry child, senior or family who has wondered where their next meal will come from, it means hope! While coordinating a peanut butter drive can be hard work, we hope this handbook will make it much easier. And remember, the funds you raise directly impact your neighbors in need.

Because of people like you who have committed their time and energy to fight hunger, the North Texas Food Bank (NTFB) is able to provide access to more than 345,000 meals every day to those in need! We could not do this work without dedicated individuals like you!

Thank you again for your commitment! We wish you success and fun in your upcoming peanut butter drive!

Sincerely,

Your food bank family



Peanut Butter Drive History

In conjunction with Hunger Action Month (HAM) held every year during the month of September, the *Plano* Peanut Butter Drive began in 2014 when the mayor at the time, Harry LaRosiliere, became aware that children were going hungry in his community. He immediately connected with the North Texas Food Bank and our partner agencies to find ways to feed these children and their families.

According to Feeding America, 1 in 5 children in NTFB's service area are food insecure. Hunger can be a hidden issue in any community, but especially in affluent areas. The Peanut Butter Drive increases awareness of this serious issue and puts a platform in place for concerned citizens to help with the solution.

2019 Expansion to Collin County

After five successful years in Plano, the peanut butter drive expanded in 2019 to include all of Collin County. Last year, with the support from the community, we raised \$235,064 and collected 114,848 pounds of peanut butter, a total of **349,912 lbs/\$**. We are thrilled to share that because of the great work of last year's committee and participants, peanut butter is now included in weekend backpacks distributed to as many as 11,000 chronically hungry students who might otherwise go hungry.

2022 Expansion to NTFB 13-County Service Area

With growing excitement within the community each year, we are welcoming participants from all 13 counties in NTFB's service area. Moreover, we are including NTFB's Partner Agency network to help reach our goal of **500,000lbs/\$***. You can find more information on this on page 7.

Why Peanut Butter?

Peanut butter, along with other nut butters**, is kid-friendly, nutritious and high in protein. It's also a food that is often considered expensive, therefore not being a popular donated item.

** Our goal is 500,000, either pounds or dollars for NTFB to purchase peanut butter.*

***NTFB collects other nut butters for children with peanut allergies.*

Peanut Butter Drive Process

Peanut Butter Drive 2022

Virtual or physical Peanut Butter Drive?

Similar to recent years, you have the option to collect physical peanut butter or collect “virtual” peanut butter.

1. Physical peanut butter can be collected and delivered to NTFB or an official Drop-Off Partner Agency – More information and addresses on page 7.
2. Virtual Peanut Butter can be purchased at ntfb.org/VirtualPBDrive.

How to participate, the three options:

1. Simply donate directly to the Virtual Peanut Butter Drive (URL above) where every dollar is used to purchase peanut butter and distribute through NTFB’s Feeding Programs.
2. Set up your own “fundraiser page” or “team page” on the Virtual Peanut Butter Drive and encourage friends, family, and colleagues to donate funds to purchase peanut butter.
3. Host a physical peanut butter drive using resources in the toolbox below, also available at ntfb.org/peanutbutterdrive. The peanut butter you collect must be delivered to either NTFB or one of the official Drop-Off Partner Agencies, addresses on page 7.

If you have any questions, please contact PBD@ntfb.org

NTFB Perot Family Campus Address:

North Texas Food Bank: HEB Donation Door

3677 Mapleshade Ln

Plano, TX 75075

Spread the Word About Your Peanut Butter Drive!

There are many ways you can spread the word about your peanut butter drive among potential participants.

- Create a team on our [Virtual Peanut Butter Drive](#) and invite friends and family.
- Share your “Team” or fundraiser through social media or share with your work colleagues through email.
- If you are collecting Peanut Butter for your work or organization, use the social media posts provided in the toolbox to share on your page.
- Include peanut butter drive details in your group newsletters.
- Add details about your drive in the Peanut Butter Drive flyer and hand out to colleagues and contacts.
- Send email reminders to participants the day the peanut butter drive begins and send an email progress report halfway through the drive.

Social Media Tips

- Share your fundraiser on Facebook or Instagram and invite friends to join.
- Use graphics like those in our toolbox (page 10), or create your own using free online tools.
- Create a Facebook Event page
- Tag NTFB in your posts:
 - **Twitter:** @ntfb
 - **Facebook:** @North Texas Food Bank
 - **Instagram:** @northtexasfoodbank
 - **LinkedIn:** @North Texas Food Bank
- Use hashtags like #NTFB, #PeanutButterDrive, or #FightHunger.

Raising Funds During Your Peanut Butter Drive

What if you have a cash donation?

Throughout your peanut butter drive, you may receive cash donations. Please convert your cash and coins to a check or money order and place it in a sealed envelope. Please note the Peanut Butter Drive on the check or money order. If you are participating in a community drive like a neighborhood, school, or organization, name that drive on the check so they get credit.

You can drop off your donation during business hours or mail your check directly to NTFB at:

**North Texas Food Bank
3677 Mapleshade Ln
Plano, TX 75075**



Where to Drop Off Physical Peanut Butter Jars

Multiple Drop Off Sites

As in previous years, peanut butter delivered directly to NTFB will be distributed to our neighbors facing hunger through our direct feeding programs, like Food 4 Kids. We will also distribute peanut butter to NTFB's Feeding Network of Partner Agencies.

This year, with a larger footprint, you can deliver the peanut butter you collect directly to the NTFB Partner Agencies below who can then stock their shelves for their communities.

When delivering your peanut butter, remember to tell the agency that your donation is for the North Texas Food Bank Peanut Butter Drive.

Locations

North Texas Food Bank

3677 Mapleshade Ln
Plano, TX 75075

Mon - Fri 8:30A – 4:30P

Network of Community Ministries

1500 International Parkway, # 300
Richardson, TX 75081

Mon - Wed 8:00A – 4:00P

The Salvation Army Grayson

5700 Texoma Pkwy.
Sherman, TX 75090

Mon – Fri 9:00A – 4:00P

Community Lifeline Center

1601 N. Waddill St. #102
McKinney, TX 75069

Tues, Thurs 12:00 – 3:00P

Christian Benevolent Outreach

1604 P Ave
Plano, TX 75074

Mon – Fri 8:00A – 5:00P

Cumby Food Pantry

8285 I 30 Service Road
Cumby, TX 75433

Mon – Fri 9:00 – 11:00A

Community Food Pantry

701 N 7th Street
Honey Grove, TX 75446

1st & 3rd Thurs 5:00 – 7:00P

4th Tues 10:00A – 4:00P

Our Daily Bread

405 E. Church St.
Royse City, TX 75189

Wed 9:00 – 10:30A

Fri 1:30 – 3:00P

Hands of Compassion

2701 St. John Street
Greenville, TX 75401

Wed 9:00 – 11:00A

The Market Depot

619 E Houston
Sherman, TX 75090

M/W/F 9:00A – 4:00P

T/TH 9:00A – 1:00P

Bread of Life Community Services

301 Hwy 224
Commerce, TX 75428

M/W 9:30A – 12:00P

Metrocrest Services

13801 Hutton Dr. Suite 150
Farmers Branch, TX 75234

Mon – Fri 9:00 – 3:00P

Sat 9:00 – 12:00P

Crisis Ministries

114 E. 2nd St.
Irving, TX 75060

Mon – Fri 9:00A – 5:00P

Helping Hands of Ennis

604 N.E. Main St
Ennis, TX 75119

Mon-Fri 9:00A – 5:00P

Frequently Asked Questions

What support can NTFB provide for my virtual Peanut Butter Drive?

NTFB can provide flyers, social media graphics, and best practices to make your drive a success. All of these are in the toolbox below.

What if I live far from the food bank, can I still host a Peanut Butter Drive for NTFB?

Yes! NTFB serves 13 counties (Dallas, Denton, Collin, Grayson, Fannin, Lamar, Delta, Hopkins, Hunt, Rockwall, Kaufman, Ellis, and Navarro). If you live in one of these counties, we are able to provide support for your peanut butter drive. If you do not live in one of these counties, you may want to visit FeedingAmerica.org to learn which food bank serves your community.

When is the Peanut Butter Drive?

The peanut butter drive takes place throughout the month of September, also known as Hunger Action Month. If you collect physical peanut butter, you can deliver to the food bank Official Drop-Off Agency until October 21, 2022.

Do I need to communicate with NTFB prior to hosting a virtual Peanut Butter Drive?

No, simply host a virtual drive at ntfb.org/VirtualPBDrive or deliver peanut butter to the food bank. We'll take care of the rest.

Where can we pick up Peanut Butter Drive boxes?

Boxes are available for pick up at our Plano campus (Perot Family Campus: 3677 Mapleshade Ln, Plano, TX 75075).

Can I request that NTFB deliver Peanut Butter Drive boxes to me?

Unfortunately, we are unable to utilize our transportation resources for drop-off or pick-ups of canned food drive boxes.

If we are donating money this year, how do we know it goes to peanut butter?

Great question! NTFB prides itself on its transparency and integrity. All donations coming from the Virtual Peanut Butter drive will be officially restricted to peanut butter purchases to benefit our programs.

Frequently Asked Questions (cont.)

If I decide to donate physical peanut butter, what should I donate?

8-10oz. and 16oz. jars of any brand of peanut butter are the most useful because these can fit into family meal boxes and Food 4 Kids bags. Other nut butters, such as almond butter, hazelnut butter, sunflower seed butter, and soy nut butter are also accepted. **Please refrain from donating glass containers** as they may break during transport.

Can NTFB pick up my peanut butter donations? Where can I deliver my donation?

Unfortunately, NTFB is unable to commit to any pick-ups. Our distribution team is fully committed to delivering nutritious food to our program sites and Partner Agencies at this time. If you choose to deliver physical peanut butter, please deliver it to our Plano campus or one of the listed drop off sites.

Why Peanut Butter?

Peanut butter is kid-friendly, nutritious and high in protein. It's also a food item that is considered expensive, therefore not being a popular donated item to NTFB.

What on earth did you do with all the peanut butter from last year?

Last year we raised over 347,000 lbs./\$ of peanut butter during September and distributed it to kids in our Food 4 Kids program, families in our Mobile Pantry program, and hungry North Texans through all of our Partner Agencies.

The total amount of peanut butter NTFB distributed last year was **1.4 million pounds**.

**Still have questions?
Contact us at PBD@ntfb.org**

Peanut Butter Drive Tool Box

The following materials and much more can be downloaded by using the QR code here or visiting ntfb.org/peanutbutterdrive.



The English flyer features a light orange background with a pattern of faint peanut butter jars. At the top left is a logo for the North Texas Food Bank, which includes a stylized peanut and the text "BENEFITING North Texas Food Bank". To the right of the logo, the text reads "SPREAD THE HOPE" in a bold, sans-serif font, followed by "PEANUT BUTTER DRIVE" in a slightly smaller font, and a small illustration of a peanut. Below this, a dark orange horizontal bar contains the dates "September 1 – 30, 2022". The main body of the flyer contains two paragraphs of text: "Every September during Hunger Action Month, the North Texas Food Bank creates awareness about food insecurity and hosts the Peanut Butter Drive which collects a shelf-stable, kid-friendly protein for our hungry neighbors. The goal for the 2022 drive is 500,000 pounds of peanut butter physically and virtually." and "Let's help meet the goal by collecting regular-sized, plastic jars of peanut butter to help feed children and their families who are facing hunger." At the bottom, a call to action states: "Collect physical Peanut Butter or donate to the Virtual Peanut Butter Drive. For more info visit ntfb.org/peanutbutterdrive."

English Flyer

The Spanish flyer has the same layout and graphics as the English version. The top section includes the North Texas Food Bank logo and the text "SPREAD THE HOPE" and "PEANUT BUTTER DRIVE" with a peanut illustration. The dark orange bar below contains the dates "Septiembre 2022". The main text reads: "Cada septiembre durante el Mes de Acción contra el Hambre (Hunger Action Month), el banco de alimentos North Texas Food Bank (NTFB) crea conciencia sobre la inseguridad alimentaria NTFB organiza una campaña para recoger la mantequilla de maní (o crema de cacahuete) ya que esta es una proteína estable y buena para los niños. Nuestra meta para la campaña 2022 es 500.000 libras de donaciones de mantequilla de maní o donaciones monetarias." and "Ayúdenos a cumplir la meta recolectando frascos de plástico de mantequilla de maní de tamaño regular para ayudar a alimentar a niños y sus familias en el norte de Texas." The bottom call to action says: "Ayúdanos a recolectar mantequilla de maní o pueden donar a la campaña virtual. Para obtener más información, visite ntfb.org/peanutbutterdrive."

Spanish Flyer

Peanut Butter Drive Tool Box



**SPREAD
THE HOPE**

**PEANUT
BUTTER
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Digital Graphic



Peanut Butter Drive Tool Box



Social Media Graphics

Peanut Butter Drive Tool Box

Social Media Toolkit & Suggested Messaging

Platforms	Graphic options (find downloadable file in email attachments)	Suggested Messaging (you're encouraged to personalize these messages)	Who to Tag?
<p>Facebook, LinkedIn & Instagram</p>	 <p>SPREAD THE HOPE PEANUT BUTTER DRIVE</p> <p>Join Us!</p> <p><small>(Insert logo here)</small></p>	<p>Option 1:</p> <p>We're hosting a Peanut Butter Drive to help the @North Texas Food Bank raise 500,000 pounds or dollars to purchase peanut butter during its Spread the Hope Peanut Butter Drive! Visit ntfb.org/PeanutButterDrive for more information on how you can host your own Peanut Butter Drive or ntfb.org/VirtualPBDrive to start a virtual drive today!</p> <p>Option 2:</p> <p>We are excited to partner with the @North Texas Food Bank for their annual Spread the Hope Peanut Butter Drive. Learn how you can get involved to help our hungry neighbors at ntfb.org/peanutbutterdrive</p>	<p>On Facebook & LinkedIn</p> <p>Tag @North Texas Food Bank</p> <p>On Instagram</p> <p>Tag @NorthTexasFoodBank</p> <p>Event Hashtag: #SpreadtheHope</p>
<p>Facebook, LinkedIn & Instagram</p>	 <p>SPREAD THE HOPE PEANUT BUTTER DRIVE</p> <p>Join Us!</p> <p><small>(Insert logo here)</small></p>	<p>Option 1:</p> <p>We're hosting a Peanut Butter Drive to help the @North Texas Food Bank raise 500,000 pounds or dollars to purchase peanut butter during its Spread the Hope Peanut Butter Drive! Visit ntfb.org/PeanutButterDrive for more information on how you can host your own Peanut Butter Drive or ntfb.org/VirtualPBDrive to start a virtual drive today!</p> <p>Option 2:</p> <p>We are excited to partner with the @North Texas Food Bank for their annual Spread the Hope Peanut Butter Drive. Learn how you can get involved to help our hungry neighbors at ntfb.org/peanutbutterdrive</p>	<p>On Facebook & LinkedIn</p> <p>Tag @North Texas Food Bank</p> <p>On Instagram</p> <p>Tag @NorthTexasFoodBank</p> <p>Event Hashtag: #SpreadtheHope</p>