

Food Drive Program – Process & Training Guide

Purpose

This document provides a draft, end-to-end process for how the Food Drive program should operate. It is intended to be used as a training and reference guide for staff who support food drives in Pasco (PDC) and Spokane (SDC).

1. Program Goals & Guiding Principles

The Food Drive program exists to:

- Enable community members, businesses, schools, and organizations to support Second Harvest
- Prioritize **low administrative burden** for staff
- Encourage **donation drop-off and monetary giving** over staff/volunteer-intensive pickups
- Use consistent systems (Airtable, forms, automations) rather than ad-hoc tracking

Key principle:

- Food drives are welcomed, but **Second Harvest pickup is not automatic**
 - Donors should be **directed to self-serve tools** whenever possible (forms, links)
 - Staff/volunteer time and fleet capacity should be reserved for situations where they are truly needed
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2. Intake: How Food Drive Requests Enter the System

2.1 Common Entry Points

Food drive interest typically comes in via:

- Phone call
- Email
- Online Food Drive Form

2.2 Standard Response to Initial Inquiries

Desired standard approach:

1. Thank the caller/emailer for their interest
2. Collect only their email address (do not intake full details verbally)
3. Send the standardized Food Drive Information Email, which:
 - Explains support options (local pantry, food drive, fundraiser)
 - Encourages fundraisers as the most impactful option
 - Directs them to complete the Food Drive Form

Staff should not fill out the Airtable record on behalf of the donor unless absolutely necessary. Having the donor complete the form is the best way to ensure their responsibility in the process.

Appendix Email Templates: "S:\I-Drive\Operations\Food Drive 2026\Food drive email templates - Final.pdf"

3. Food Drive Form & Required Information

When a donor completes the Food Drive Form, it automatically creates a record in Airtable marked "requested".

3.1 Food Drive Form: <https://airtable.com/appAFnBuz4kTxn7oN/shrSvNSz4sztusmhM>

Email automations will give the donor the information they need to get their drive started. Not all submissions require a response.

Conditional fields (only shown if applicable):

- Physical address (only if requesting Second Harvest pickup)
- Number boxes requested (only if requesting use of Second Harvest boxes)

Messaging on the form clearly states:

- Drop-off is preferred
- Pickups are limited and must be requested
- Approval is not guaranteed

If the donor requests 2H Pickup @ Donor Site, you need to call the host to approve or deny that request.

- **Our goal is for the donor to drop off their donations.** When a donor requests 2H pickup at donor site, you must discuss whether the expected donation volume is more than a standard vehicle can safely carry, and whether fleet/staff capacity and distance/route allow for 2H pickup; if not, deny and direct the donor to drop off at 2H. If approved, schedule the pickup date/time during the same conversation and enter the Food Pickup Date in Airtable; if denied, update Food Pickup/Drop Off to Donor drop off @ 2H and inform the donor that pickups are reserved for large-volume drives due to limited truck and driver capacity.
 - **Ask the donor questions like:** how long is your collection period, what was past volume if hosted before, drive time and pick up location. Explain our box truck size and use cases.
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4. Airtable Status & Key Fields

4.1 Core Status Flow

- **Requested:** Form submitted. Automation sends the introduction email. The email includes tools and instructions for running the drive.
 - **Upcoming:** After the intro email is sent an automation updates the status to “Upcoming.”
 - **Active:** Food drive start date has arrived. Status will change from Upcoming to Active automatically based on start date.
 - **Complete:** Staff required to change status from Active to Complete once donations received and recorded.
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5. Managing Active Food Drives (Active Status)

Once a food drive is marked Active:

- Donor is responsible for:
 - Running the drive
 - Picking up boxes (if requested)
 - Dropping off food unless 2H pick-up is approved and scheduled

Staff responsibilities:

- Ensure flat box inventory is available at designated pick-up locations at 2H
 - Spokane: Inside West agency entrance – self serve
 - Pasco: Main entrance
- Coordinating 2H pick-up at donor site if approved.
- Answer questions as needed
- Ensure Airtable is kept up to date

5.1 Box Management

- Boxes are picked up, not delivered
 - Boxes are flat and buildable (clarified in form)
 - Donors should return all unused boxes. Details are shared with donor in an automation 10 days and 1 day before their event ends.
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6. Pickup Requests & Scheduling (Exception Process)

6.1 When Pickup Applies

2H pickup is considered only when **all** of these apply:

- Donor explicitly requests it
- Volume exceeds what a standard vehicle can safely transport
- Staff/volunteer capacity allows

6.2 Scheduling Pickups

- Pickup date entered in Airtable
- Volunteer/driver assigned
 - Our main SDC volunteer Chuck is available Tuesday and Fridays. Once you book a pick up date let Savannah know and she will add a record to Galaxy Digital and schedule a helper for Chuck.
- Fleet vehicle reserved
 - SDC volunteers usually use SV1 though Chuck will let you know if he thinks he needs a larger vehicle instead.

- Pickup notes added as needed
- Print interface pickup for driver

A printable daily pickup sheet is generated from the Airtable interface showing:

- Organization name
 - Address
 - Contact info
 - Notes
 - Space for pounds collected
 - Coordinator to print interface for volunteer driver. Choose “print all records” to ensure each location gets its own page.
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7. Drop-Off Process & Receiving

7.1 Donor Drop-Off

- Donors are directed to warehouse/loading dock
- Staff or warehouse team:
 - SDC
 - Ask donor name of organization
 - Open Spokane Dropoffs Airtable interface to check if a food drive is attached to the corresponding organization:
<https://airtable.com/appAFnBuz4kTxn7oN/pagYO0x94DpAML94u?nX9IE=sfs2S3d1PaZWWGBny>
 - Direct donor where to unload
 - Weigh donations
 - If an official food drive donor asks for a receipt, tell them they will receive an email. If you receive a random food donation, complete the standard food donation receipt for them if requested.
 - Enter total weight into interface

- Alert Mike that a donation was received and by which organization using the comment field in Airtable
- PDC
 - Ask donor name of organization
 - Direct donor where to unload
 - Weigh donations
 - If an official food drive donor asks for a receipt, tell them they will receive an email. If you receive a random food donation, complete the standard food donation receipt for them if requested.
 - Enter total weight into interface

7.2 Tracking & Closing the Drive

- Receiving paperwork flows to 2H food drive coordinator.
 - Pounds are entered into Airtable
 - Drive status in Airtable is updated to Complete
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8. Fundraisers

8.1 Fundraiser Options

- Donors may run a fund drive alone or alongside a food drive
 - Fundraisers are created by the donor in FundraiseUp by using this link: <https://2-harvest.org/other-ways-to-donate/?form=XFVYSJWY>
 - Donors should always be asked to create their own fundraiser by following the link, 2H staff should not create fundraisers for donors.
 - FundraiseUp will email donors confirming their fundraiser which includes a link to the donor's fundraiser dashboard. From here donors can share their fundraiser, update and track goals, create a QR code and more.
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9. Automations & Notifications

Current automations:

- **New food drive request notification (Slack)** – sends a Slack alert when a new food drive form is submitted.
- **Initial response email to donor** – sends an automated email with tools, instructions, and next steps after the form is submitted.
- **Status change: Requested → Upcoming** – triggered after the initial response email is sent.
- **Status change: Upcoming → Active** – triggered automatically when the food drive start date arrives.
- **Status change: Active → Ended** – triggered automatically when the food drive end date passes.
- **Drive ending reminder (10 days before end)** – reminder email sent to donors before the drive ends.
- **Drive ending reminder (1 day before end)** – final reminder email sent to donors before the drive ends.
- **Missing pickup date alert (14 days before end)** – email reminder sent to staff if a donor requested pickup but no pickup date has been scheduled.
- **Drive completion thank-you email** – sent to donors after the drive is marked **Complete** and pounds are entered.