

# Planning A Successful Food Mobile

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## □ Identify your onsite point person.

Your onsite point person will be responsible for coordinating with Good Shepherd Food-Bank before, during, and after your Food Mobile distribution. They will also be responsible for coordinating onsite logistics and volunteers during the distribution. This role is crucial to the success of your Food Mobile, so choose someone with adequate time to devote.

## □ Map out your onsite logistics.

Your Food Mobile distribution will go smoothest if you have already decided a few key components of the day. Examples of questions you'll want to predetermine include the following: **Where will the truck be parked? Where will tables be placed? Where will clients line up to receive food?**

## □ Identify volunteer needs.

Per your contract, you are required to provide a minimum of four volunteers during the distribution. We recommend recruiting & assigning volunteers into the following categories:

**Counter/Line Volunteer** – We recommend having a volunteer to direct the line, telling each person when they can approach the tables and start filling their bags. The person in this role could also keep a rough count of the amount of people who come through the line for future reporting.

**Bag/Box Carriers** – It is common at Food Mobile distributions for clients to not be able to carry their own box or bag of grocery items. It can help things run smoothly if you have identified a few volunteers that can carry their items for them and help them get the food back to their vehicles. These volunteers are often the same volunteers that assist the truck driver in setting-up and removing product from the truck.

**Food Distributors** – It is a good idea to have several volunteers at each table handing people the amount of food they qualify for as you may need to impose limits for some or all items.

**Onsite Point Person** – The Onsite Point Person will need to generally manage and oversee the distribution, assigning tasks to the volunteers, and providing instruction when necessary.

## □ Promote the distribution to clients and the community.

We recommend distributing a press release to local/community papers, as well as posting on community calendars at churches, grocery stores, etc. Handing out flyers at strategic locations (such as food pantries, low income housing, etc.) has also proven to be a successful tool in making sure those in need in the community know when and where your Food Mobile is happening.



**Good Shepherd  
Food-Bank**  
*Feeding Maine's Hungry*

### For Questions Contact:

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