

Checklist & Ideas for a Successful Food Drive

_ Select a Coordinator

They become the contact person

There should always be a contact name on the flyer who will be responsible for following up to collect any bags that are missed on the pickup day for community food drives.

_ Pick a time frame

Have a beginning and ending date

- Corporate/school/group food drives - two weeks is usually about right
- Community food drive - The best length of time to between dropping off bags and picking them up seems to be 2 or 3 days. One week is the maximum time that should be left between drop off and pick up of bags.

_ Set a goal

500 pounds, 100 grocery bags, 400 cans.....

Total cans or pound per person involved i.e. 10 pounds per person

Community Food Drive

Determine which community or area you would like to do a food drive in. It is estimated that a pair of people can go to 100 -150 houses in an hour. Depending on how many people you have participating and how many hours you would like to spend, you can determine how many houses you can complete.

Update participants on the amount of food and funds collected.

Create a giant thermometer or can to measure the progress toward the goal and place in a prominent location

_ Collection sites

Choose the collection site. Will it occur at one place or at several locations?

Choose collection sites that are both highly visible and secure

If possible in a company /school food drive, try to display food collected.

Provide an appropriate receptacle to collect donations in

The Food Bank may be able to provide larger boxes or barrels

Plan ahead for delivery or pick up of donations

Determine how food will be brought to food bank once the drive is completed.

It may be brought to the food bank by your group or arrange for the food bank to pick it up from you.

If it is a door to door community food drive there are 2 options:

the pick up vehicle can arrive at location once the food drive is completed and all the food has been collected and will be loaded onto the vehicle

or the vehicle can be parked at a pre-determined site for a couple of hours as the food drive is occurring. Participants can then load the food directly onto the truck.

Pick a Theme

Feed the Need, Take a Bite out of Hunger, Check out Hunger, Lets Clean Up on Hunger, Hunger Hurts, Turn the Table on Hunger

Tons of Tuna, Breakfasts for Babies, Oodles of Noodles, Souper Bowl, Winter Wondercan

Make each day of the week a designated food day

Macaroni Monday, Tuna Tuesday, Fruit Friday, Fill a playpen with formula, plant a “garden” with canned vegetables

Theme food drive suggestions

Kids for Kids – have students collect foods specifically for other kids; Have them think about what a healthy after-school snack might be. Some good foods to collect are: juice boxes, individual boxes of raisins, fruit cups, crackers, peanut butter and jelly, cereal, applesauce

Is Dinner Ready? – Combinations of food that can be used to prepare a meal. Use your imagination. Spaghetti and sauce, refried beans, Mexican seasonings, salsa, taco shells, Tuna, noodles, cream of mushroom soup, canned meals

Non-Food Drives – These items can be expensive, but they are necessities. When people have limited financial resources, they have to make decisions about what to do with what they have. These items are not things any of us would like to go without, toothbrushes, toothpaste, soap, feminine hygiene products, laundry soap, diapers, shampoo, shaving cream, toilet paper, band-aids

Whats for Breakfast – cereal, oatmeal, pancake mix, syrup, coffee tea, powdered milk, canned fruit

Staples – cooking oil, mayonnaise, ketchup, mustard, rice, salt, pepper, sugar

Promote

Have a kick off event

Opening day festivities may be wacky, informative or inspirational

Use incentives and rewards

A party for the winning department, an extra break or a paid day off for the person collecting the most food etc.

Hold a challenge –

Find another company or department to challenge – set the “stakes high” and everyone will want to play to win Pit department against department, classroom against classroom, team against team. Friendly competition adds energy to a drive and helps people to remember to donate

Encourage teams to choose a mascot, motto, team name

Place posters and flyers in strategic places

Distribute memos or send letters home, mention food drive in newsletters and emails

Design a paycheck stuffer with information about the drive

Distribute food collection bags, flyers and donation envelopes

Hand out bags to participants to take home, fill and return

Decorate food collection boxes

Publicize

Contact local media and inform them of what you are doing

Issue a follow-up press release article on the success of your drive and thank participants

Inform

Local food bank may send a representative to inform participants

Create a Hunger Awareness day at the start of the drive

Distribute Hunger facts for food drives

Distribute a List of Most Wanted Food –

Canned meats (i.e. tuna, chicken, salmon)

Peanut butter

Pasta

Canned fruit

Canned vegetables

Pasta

Pasta sauce

– Cash

Ask corporations to match employee's food donations with a cash donation. For every pound of food donated, the company can pledge \$1.00

Empty your pocket day – collect change

Host a building competition – pay to enter

Donate dollars instead of food - \$ for pounds every \$1.00 is equal to 2 pounds of food

Fill a car or van with food and ask people to purchase guesses on the number of food or pounds inside. Give the winner a prize and donate the food and money collected

Bring in a bag of food and receive a ticket for a drawing

Brown bag lunch, donate the cost of a lunch, donate a lunch sack full of nonperishable foods

– Participants

Identify those who are collecting food. It is suggested that food banks provide name tags to all participants that states the name of the food bank and the collection date

Remember to return to every house that bags and flyers were delivered to see if food was left for collection. Donors are often frustrated if they try to donate food and it is not collected when stated it would be.

Individuals and groups doing community food drives need to realize that while they are going door to door to collect food they are volunteers representing the Food Bank. As such they must behave in a responsible manner and treat those in the community with respect.

– Have Fun