

Tips for a successful food drive

food drive

1. Plan ahead

- Select a leadership committee to plan your strategy and theme.
- Determine the length of your food drive.

2. Set a goal

- Determine how many pounds and or how much money you want to collect.

3. Arrange food collection barrel pick up with Care and Share.

- Call Care and Share and schedule a time for you to pick up barrels from our warehouse.

4. Get management involved

- Encourage executives to show their support by sending e-mails, voicemails or letters.
- Have your company match employee donations, i.e. \$1 for each pound of food.
- Set up a day for the executives and employees to tour the Care and Share facility.
- Challenge an executive to perform an outrageous activity if your goal is met.

5. Promote your food drive

- Organize a kick-off event to build enthusiasm.
- Make food drive posters.
- Hand out the Care and Share most needed food items list.
- Announce weekly or daily totals to staff members.

6. Build awareness and visibility

- Invite participants to tour the Care and Share facility.
- Consistently update employees of drive.
- Centrally place barrels and posters.

7. Make it fun and simple to participate

- Place grocery bags at every employees desk.
- Throw an event and charge a can food for admission.
- Hold a raffle for a gift card or time off.

8. Encourage financial contributions

- Set a separate financial goal.
- For every dollar collected, Care and Share can provide the equivalent of to 7 meals.

9. Utilize exciting competitions and creative themes

- Have Macaroni Mondays, Tuna Tuesdays, or food group theme weeks to encourage specific donations (see Food Drive Theme Ideas).
- Encourage departments to challenge each other to a competition.

10. Celebrate your success!

- Host a party rewarding the winners.
- Celebrate the completion of your food and fund drive.

