

# Tips for a Successful Food Drive

## **ESTABLISH A FOOD DRIVE PLANNING COMMITTEE**

- Select a coordinator to lead the drive and appoint team captains to take charge of promotion.
- Visit [FOODPANTRY.org](http://FOODPANTRY.org) for additional resources.

## **SET A GOAL**

- Aim high! Many groups set a goal of 15 pounds of food per employee, student or family. We have a scale and will be happy to weigh your total food donation.

## **GET THE WORD OUT**

- Display posters in high traffic areas.
- Publicize the drive in your publications/bulletins.
- Send e-mail messages, distribute the sample letter included in this packet to your network early on, and make announcements at meetings.
- Have The Open Door make a virtual presentation.
- Distribute food collection bags, flyers and donations envelopes.

## **MAKE IT FUN**

- Email [volunteer@foodpantry.org](mailto:volunteer@foodpantry.org) to bring a group to volunteer at The Open Door.
- Build momentum with daily updates on your progress.
- Challenge other departments or competing corporations.
- Hold a 'drive through' kick-off event: Make the admission price a bag of food!

## **CREATE INCENTIVES**

- Give prizes or sponsor a party for the department, grade, or family that raises the most food.
- Add fun categories: the most peanut butter, spaghetti sauce or tuna, the most enthusiastic collectors.

## **Be COVID-19 Conscious**

- Amid the ongoing pandemic, The Open Door encourages food drive hosts to take care to protect their health and the health of others. Wearing a mask indoors at public buildings and around large groups, as well as practicing social distancing, are key ways to stay safe, especially for those who may be unvaccinated.