

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 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



HAVE FUN!

- Email 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