

FILL' ER UP!

— Tips for running a successful food drive

Thinking about having a food drive for our Food Shelf Program? Listed below are some ideas* for running a successful food drive at your workplace, school or community organization:



Communicate clearly:

- ☑ **Educate everyone about the impact of hunger in our community:** If people understand the importance of food drives, they will be more willing to give. Food shelves receive lots of donations during holiday times, but need food year-round, especially during spring and summer months.
- ☑ **Set a goal:** If this is the first time you have held a food drive, pick a goal that is both challenging and achievable. If you have sponsored food drives previously, consider increasing your goal this year. Be sure to post information about the food drive in a prominent location and make regular reports about your progress in reaching your goal.
- ☑ **Pick a theme or catchy slogan:** A local company used the theme "Empty carts mean empty stomachs — Fill 'er up." They developed a simple logo with a grocery cart to use on their posters and materials. Some food drives focus on special needs (e.g., items for babies, nutritional supplements).
- ☑ **Use creative techniques to get everyone involved:** One workplace provided everyone with a grocery bag and lists of food to bring. The bags were distributed each morning and evening at employee entrances.
- ☑ **Thank donors:** Communicate final results and express thanks to participants, perhaps in your employee newsletter, or on your intranet or website.

Get organized:

- ☑ **Find a partner:** Choose a local recipient for your food drive — such as a local social service agency or a neighborhood food shelf.
- ☑ **Make it easy to give:** Provide grocery bags for donations. Offer the option to give food, cash or checks.
- ☑ **Identify drop-off sites:** Set up a convenient drop-off site for donations at your organization — consider providing more than one site if your organization is large or has several offices. Ideally, each drop-off site should have someone who expresses a personal "thank you" to each donor.
- ☑ **Provide incentives:** Friendly competitions can be arranged between different departments at your organization. Offer prizes (such as coupons for free lunches or a vacation day) to the team that brings in the most donations.

**Based on material from The Pillsbury Company and Second Harvest Heartland.*

Items To Collect: Here is a list of things needed for The Aliveness Project's Food Shelf:

Breakfast:

Fruit juices (not frozen)
Hot & dry cereals
Powdered or canned milk
Coffee, tea, hot chocolate

Lunches/Dinners:

Hearty (chunky) soups
Canned beef, poultry, etc.
Tuna fish
Peanut butter, jelly
Canned fruit
Boxed main dishes
Canned vegetables
Macaroni & cheese
Pasta, spaghetti sauces
Potato buds

Staples:

Crackers
Sugar, flour
Salt, spices
Pancake/biscuit mixes

Hygiene Items:

Toilet paper, facial tissue
Hand lotion
Bath soap
Shampoo, conditioner
Deodorant
Feminine sanitary items
Laundry soap, bleach
Toothpaste & toothbrushes
Toothpaste
Disposable razors

Special Treats:

Cake & muffin mixes
Granola bars
Puddings, gelatin
Packaged cookies

Special Needs:

Nutritional Supplements:
- Ensure, Sustacal, or Boost
Pet food

