



4 Steps to a Successful Food Drive...

Step #1 – Plan Ahead

- **Select a timeframe:** You can run a successful drive over several days or several weeks. Hunger doesn't take a vacation so anytime is a good time for a food drive.
- **Pick a theme:** Catchy themes help in promoting the drive. For example, you might use "Help Scare Away Hunger" as a theme for an October event.
- **Involve your leaders:** Ask your organization to "match" your efforts. For example, ask your organization to donate \$1 for every item of food donated by participants.
- **Consider making it a Food & Funds Drive:** For every dollar donated, Second Harvest Food Bank can distribute \$12 worth of food. To help collect funds, you could encourage participants to skip a meal and donate the money they would have spent. Participants may also donate green points.

Step #2 – Set a Goal

- **Set a goal and communicate it:** A standard size can of food weighs approx. one pound.
- **Consider incorporating friendly competitions:** Set up a competition between departments or groups. For example, the group collecting the most food might be treated to a potluck luncheon provided by the other group.

Step #3 – Keep us Posted

- **Complete a Food Drive Registration Form:** To assist Second Harvest Food Bank staff in planning, please submit a registration form, which can be found on Second Harvest Food Bank's website — www.hungernwnc.org — under the "Donate Food" section. Simply print, complete and fax the form to the attention of Chuck Harmon at (336) 784-7369.

Step #4 – Promote and Execute Your Drive

- **Consider a kick-off event** to launch and announce the drive.
- **Communicate. Communicate. Communicate:** Place boxes in high traffic areas (i.e. lobbies, cafeterias, snack areas). Use old paper boxes and the like or if you're expecting a high volume of donations, you may request large donation boxes from Second Harvest Food Bank. Place flyers on your boxes to communicate the dates of the drive, where the food will go and what types of foods items are needed. Create your own or use the one provided on Second Harvest Food Bank's website. Announce and promote the drive via available newsletters, e-mail, payroll inserts and so on. Remember to note the location of collection boxes.
- **Follow up:** Keep participants informed of the progress of the effort. Then be sure to share the results and celebrate your success!



For more information, contact Chuck Harmon, Food Sourcing/Food Drive Coordinator, at (336) 784-5770 or charmon@secondharvest.org.



SECOND HARVEST FOOD BANK OF NORTHWEST NC

SHARING THE ABUNDANCE SO NO ONE GOES HUNGRY

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