

FOOD DRIVE (COMMUNITY)

Now more than ever, people are looking for ways to make a difference in their community. That's why hosting a food drive is a great way to get involved and give back. Start by selecting an organization for your food drive. Reach out to local food pantries, homeless shelters, and senior citizen or after school centers. Next, ask the organization what they need the most. Do they want canned food, cooking staples, or specific items such as baby food and formula? The next step is to find a high-traffic drop-off location to help with your event like a school, shopping center, church, or grocery store. Get the word out to everyone you know and publicize your food drive ahead of time with flyers, social media posts, and eye-catching signage. The more people that know, the more food you'll collect for those in need. And if you want to provide an additional incentive for donations consider holding a raffle. Anyone who donates will be automatically entered into a drawing to win some great prizes. This will also provide you with the opportunity to capture donor names and follow up with them later by sending a thank you note.

WHO TO INVITE

Get the word out to everyone in your sphere. Let them know what you're doing and encourage them to donate to your cause. Also feel free to share with people you don't know. Send a flyer to your neighborhood, advertise in your community newsletter, and ask friends to share on social media. This is a great opportunity for you to make new connections and show your support for the local community. Ask your site partner to also commit to promoting this event by displaying posters, distributing flyers, and advertising on their social media.

TIMING

Start promoting your food drive well in advance but make it a single-day event. You can hold your food drive any time of the year, but we recommend Spring or Summer when donations tend to drop off. Consider the month of August when it's National Wellness Month.

VENUE

Partner with a high-traffic location to host your event. Schools, churches, rec centers, grocery stores, and coffee shops are all good choices. The key is securing a venue people visit regularly and will see your promotional materials. You can also place a collection bin on your front porch for neighbors, friends, and family to donate.

AGENDA

On the day of your event, have a plan to keep things running smoothly.

1. Set-Up Food Collection Site
2. Post Signs/Flyers
3. Welcome Volunteers
4. Collect Donations
5. Clean-Up Area/Remove Signs
6. Drop-Off Donations
7. Volunteer "Thank You Happy Hour"

WHAT YOU NEED

Supplies

- ☐ Donation boxes
- ☐ Trash bags (to help package any loose donations)

- ☐ Table
- ☐ 2-3 chairs (for volunteers)
- ☐ Table covering
- ☐ Tent (to provide shade for volunteers and donations)
- ☐ Sandbags/weights (for tent)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

Awkward Agent®

- ☐ Raffle box
- ☐ Raffle tickets
- ☐ Raffle prizes
- ☐ Balloons
- ☐ Curling ribbon (for balloons)
- ☐ Tape
- ☐ Scissors
- ☐ Volunteer and host thank you gifts
- ☐ Camera or phone for taking pictures

Food & Drink

It's likely you'll have a few volunteers helping with this event. Make sure they're well-fed and hydrated throughout the day by providing them with a box lunch which may include:

- ☐ Sandwich
- ☐ Chips
- ☐ Pasta salad
- ☐ Fresh fruit
- ☐ Cookie
- ☐ Bottled water

We also recommend you have some bottled waters on-hand for donors. If you host your event on a hot day, they'll appreciate a beverage to cool off.

GOOD VIBES ONLY

Icebreaker

Interested in starting a conversation on social media about your upcoming food drive? How about letting your friends have a say in the organization you pick. Let people know what you're doing and ask for recommendations. Compile a list and take a poll to choose the organization. This is a great way to connect with people on social media and promote your food drive.

Music

Playing music is a great way to draw attention to your event. Especially, if you're set up outside and want people to take notice of your cause. Put together a playlist of upbeat classic songs or download one off Spotify.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Flyers
- ☐ Emails
- ☐ Text messages
- ☐ Community newsletters
- ☐ Bulletin board posters (schools, churches, businesses)
- ☐ Social media

Collateral

Further promote your personal brand with the following:

- ☐ Volunteer T. Shirts
- ☐ Event banner
- ☐ Food drive directional signs
- ☐ Raffle box signage
- ☐ Thank you cards
- ☐ Water bottle labels (if you hand out waters)
- ☐ Social media posts/shout-outs after event

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.