



## **Top Tips**

### **For A Successful Food Drive**

#### **Plan ahead**

- Decide when would be the best time for your company to do a food drive
- Decide how long you would like to run it for - a day, a week, a month?
- Think through what supplies you may need: collecting receptacle, publicity materials
- Decide on a prominent location for your food collection point
- Decide on a theme to give your food drive more focus
- Let the foodbank know that you are planning to do one so that we can provide you with all the promotional material designs you require and support you!

#### **Set a goal**

- Choose a target for how many meals you would like your food drive to provide  
*0.5 kg = 1 meal*
- Think about encouraging groups or departments to challenge each other? Could you have awards for winners? A little friendly competition will spur participation!
- Encourage your company to match fund donations  
*Perhaps they could give £1 for every 1 meal donated (0.5kg)*

#### **Promote and run your food drive**

- Place your collection boxes in heavily trafficked, highly visible areas
- Send out e-mails, memos, phone messages, and newsletters to publicise your food drive. Consider using social media and company calendars as well
- Send our frequent notifications about your progress toward your goal
- Passive drives don't work - seek to actively engage employees to make your drive more successful

#### **Arrange for food donations to be given to the foodbank**

- Think about how you will get the food collection to the foodbank
- We may be able to collect donations in some cases, but it would be most appreciated if you could consider transporting the food as part of your organisation's donation
- Why not combine the delivery of your donation with a tour of our warehouse or a volunteer shift so that staff can find out more about the work they are supporting?

#### **Share and celebrate your success**

- Share your success and thank those who participated
- Inform staff how much food was donated and how many meals this equates to
- Celebrate your success!
- Evaluate your food drive and start planning for the next one!