

# Step-by-Step Guide to Coordinating a Food Drive

- 1 Choose a time period to run the food drive. A two-week time period to collect the food usually seems to work well.
- 2 Prepare advertisements for the food drive. Signs and posters detailing the following information:
  - a) the types of food and necessities that are needed
  - b) the dates that the food drive will be held
  - c) the organizations/people that will benefit from the donations
- 3 Use email, voicemail, website and social media to promote the details of the food drive.
- 4 Send out a press release providing the same details.
- 5 Set goals / encourage a competition between departments, groups or branches. Set a goal of a specific amount of donations that you would like to collect. Have a competition between groups to see who can bring in the most donations. Provide an incentive for meeting your goals or being the top collector.
- 6 Throughout the food drive check to see how donations are coming in. If there has not been a lot of participation you may want remind personnel about the food drive through e-mail or voicemail. If you are having a successful turnout send out a congratulations and let other departments/groups know who is in the lead of the competition or how much further you have to go to reach your goal.
- 7 Upon the conclusion of the food drive recognize employees with a certificate or letter congratulating them on their efforts. Give them the total amounts that were collected and let them know how the food will help those in need.
- 8 Groups may collect outside grocery stores. Hand out flyer at entrance, collect at exit.
- 9 Individuals/Groups collect in neighborhoods, had out flyers indicating when to leave donation out and you will return to pick up or when / where to drop off donation.
- 10 Collect at events. Use donation for entry or reduced fee. Donation for dress down day.
- 11 Collect at weekly or monthly meetings or services. Rotate theme each week/month to keep enthusiasm in the collection. See theme suggestions below.
- 12 MCFOODS provides bins to store food in, flyers, and orange plastic bags to promote collection, transportation of donations back to our warehouse.

## Categories of food items to be donated

**For organizations that collect on a regular basis and want to rotate a different theme each week or month to keep interest in the collection.**

- Beverages: water, juice boxes, juice bottles, coffee, tea, condensed milk
- Canned Meals: tuna fish, spam, spaghetti O type products, beef stew, hearty soups, tomato sauce etc
- Vegetables: canned corn, green beans, peas, carrots, (low salt), dry beans (red, black, pinto)
- Breakfast / snacks: cereal, oatmeal, granola bars, breakfast bars, pop tarts, canned fruits, pancake mix, syrup
- Lunch / snacks: peanut butter, jelly, crackers, canned fruits (low sugar), pretzels, jello, pudding, applesauce cups
- Starches: rice, pasta, boxed potatoes, macaroni and cheese
- Spices/condiments: adobo, flour tortilla mix, garlic powder, minced garlic, corn meal, sazón, corn oil, vinegar
- Desserts: cake and bread mixes, jello, pudding, brownie mix, pie crust, fruit fillings
- Baby items: diapers, wipes, powder, baby lotion, baby cereal, formula, baby food
- Personal Products: shampoo, soaps, toothbrushes, toothpaste, deodorant etc.
- Paper Products: paper towels, napkins, toilet paper, plastic utensils, tissues