



# Food Drive Guide

## 1. CONTACT US

We are here to help you every step of the way! We will provide you with organization-approved logos, hunger statistics, text, and a flyer template to use on marketing materials. Please use only approved materials. Reach out to us at 330.455.6667 or [allison@starkhunger.org](mailto:allison@starkhunger.org) to get started!

## 2. CHOOSE A FOOD DRIVE FORMAT

### Single site food drive

Individuals bring food donations to one location during set hours on a single, specific day. Volunteers stay at the collection site.

### Extended food drive

Individuals drop off food donations at one or more locations over the course of multiple days or weeks. Volunteers collect the donations periodically or at the end of the donation period.

### Event-related food drive

Volunteers partner with a local event such as a sports game, festival, or fair and collect donations at the event.

### Business food drive

Partner with a business or organization to collect donations. Reach out to the organization to designate a company representative to help coordinate your drive. Larger businesses may choose to have competitions between departments.

## 3. PICK A LOCATION

To pick a location, consider the following:

- What type of location would be best?
- Is my location in a high-traffic, centrally-located area?
- Should I host my drive at multiple locations?

Contact someone in charge at your prospective location to get permission to hold your drive there. Have the appropriate information ready (collection goal, preferred date, general information about SCHATF, etc).

When you receive permission, discuss the following logistics:

- Where will the drive be held (entrance of store, parking lot, etc)?
- What day(s) will the drive be held? What hours?
- What is the backup plan for inclement weather?
- Where will the food be stored prior to pickup (if not taking home that day)?
- Can we display flyers at the location?

## **4. RECRUIT VOLUNTEERS**

Ask your family, friends, colleagues, and neighbors to help you make your food drive a success! Check with local community organizations, libraries, schools, senior living facilities, and places of worship that may already have a pool of volunteers for their own purposes.

Develop a roster of all volunteers. Collect each person's full name and contact information to keep everyone informed.

Host a meeting three to five weeks prior to the food drive to educate volunteers on the goal of the food drive, what is expected and required of them, the timeline of the drive, and general background about SCHTF. Consider providing a take-away sheet to summarize information from the meeting.

## **5. SPREAD THE WORD**

The key to a successful food drive is to get the word out about the event. Consider the following tips to promote your drive to the masses:

### **Flyers & posters**

Create a flyer or poster to distribute to market your event. Feel free to be creative within our guidelines. The following items must be included on your flyers and posters:

- Our name, Stark County Hunger Task Force
- Our organization-approved logo
- Our organization-approved statistics & text
- Time, date(s), and location(s) of your event

### **Word of mouth**

Mention your event to your friends, family, neighbors, and coworkers. Talk to them in person or use email or social media to get the word out. Ask them to spread the word as well. Reach out to local community members, places of worship, clubs, and groups. Be friendly and positive and explain that all donations are going to a good cause. If you plan to utilize social media, use our hashtag, [#hungerfighters](#).

## Other media

Use your local newspapers, magazines, community guides, websites, radio stations, newsletters, announcements, and television/cable access channels to spread the word about your drive.

## Tips for contacting the media

- Ask a few volunteers to develop a list of local editors and reporters and their email addresses. This information can generally be found on their websites.
- Share basic details of the event concisely without any added graphics. Mention the event name, dates and times, our organization's name as beneficiary, your donation goal, special guests or events, and your contact information in your email. The best days to contact the media are Tuesday, Wednesday, and Thursday.
- Send your announcements at least two weeks before your food drive begins. The more notice you can give, the better!

## Other tips to promote your food drive

- Publicize your event before, during, and after!
- Emphasize our mission! Share our statistics! People are more likely to donate if they connect with the mission of the beneficiary.
- Invite a local celebrity (a radio personality, athlete, musician, congressional or mayoral representation, etc) to feature or attend your event.
- If you are tech-savvy, use social media to the fullest!

# 6. PREPARE

Consider the following housekeeping items. Be sure to update SCHTF, your location, and your volunteers upon deciding.

- What will we store donations in (boxes, crates, etc)?
- How should volunteers sort the food as it is collected?
- Who will supply chairs, tables, and refreshments for the volunteers?
- What is the staffing schedule for the day? We recommend shifts no longer than 3 hours.
- Should we create signs to post near the event?
- Can we display information about SCHTF? If you would like informational materials such as organization flyers, please reach out to us.

# 7. HOST THE EVENT

## Before the event

- Set up the collection site (tables and chairs, event tents, refreshments in volunteer area, collection containers clearly labeled, signs and flyers in highly visible spot).
- Welcome and brief volunteers on how the drive will work. Be as specific as possible!
- Check in with the location representative.

### **After the event**

- Clean up the collection and volunteer areas.
- Remove all signs.
- Gather all donations. Organize them if desired.
- Thank the hosting location and volunteers.

## **8. FOLLOW UP**

Thank your hosting location and volunteers within one week of the event using the method by which they prefer to be contacted. Include how much food was donated and whether or not there are plans for additional food drives. Let them know that they are appreciated! Additionally, share how much food was donated and the number of donors and volunteers you had with your media contacts.

While it is still fresh in your mind, debrief and reflect on what worked and what didn't work. Use this information to plan for future events. Be sure to keep in touch with volunteers regarding future opportunities.

Contact SCHTF staff regarding donation drop-off within one week of the end of your food drive. Our offices are located at 408 9th St SW in Canton at the Ken Weber Community Campus at Goodwill. We are open Monday through Friday from 8am to 4pm. We are closed on all major holidays and when our campus is closed. If you have collected a large amount of food, contact us to arrange pickup.

**THANK YOU FOR BEING A HUNGER FIGHTER!**

**330.455.6667**

**info@starkhunger.org**

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**\*Guide adapted from a resource on Create the Good.**