

“HOW TO” SUGGESTIONS FOR CONDUCTING A FOOD DRIVE

The Auburn Interfaith Food Closet relies on support from the community to help collect food to support our mission of feeding the hungry. Sponsoring a food drive can be easy and fun. Encourage your family, friends, company, organization, congregation, school, or neighborhood to get involved and participate.

Following are some tips on how to get the ball rolling. It only takes one person to initiate the drive and others will follow your lead.

Types of Food Drives

- a. Congregation: Perhaps have a “year round” barrel in the lobby and establish that every 1st or last Sunday of each month is a day to fill the barrel with canned food, cereal, etc. and paper bags and empty egg cartons
- b. Organization: Boy or Girl Scouts, 4H, Lions, or other groups have a ready source of volunteers.
- c. School: Be sure to get the Principal’s permission first! Gives students a focused opportunity to show leadership skills and give back to their community.
- d. Community functions: ball games, dances, club meetings, etc. Have a canned food be part of the entrance price or monthly meeting donation.
- e. Neighborhood: Can work well for children who want to contribute to their community. Enlist your neighbors to contribute food – who can turn down that cute kid of yours!
- f. Stuff-a-Bus: This is the type of drive we run twice a year and we have flyers and banners, contact names at stores and the Auburn Transit Bus Depot we can supply to you.

A Typical Plan

- a. Work with the AIFC Food Resources Chairperson to coordinate. Determine who will supply crates, barrels, bags, or boxes for storage and transportation purposes*.
- b. Select a committee to organize the drive and delegate responsibilities. Have shifts to spread out the help so more people can participate
- c. AIFC can provide you with a flyer of “urgent needs” items or you can create one. Using our flyer adds legitimacy and lets donors know AIFC will be the recipient. We also have two banners with Auburn Interfaith Food Closet on them and two that are for a “Stuff-a-Bus” type drive.
- d. Set beginning and end dates and times
- e. Have shifts to spread out the help to allow more people to participate
- f. Generate awareness of hunger and spread the word through, radio, newspapers, bulletins, people, church, school, etc.
- g. Have a donation can, box, or envelope to receive cash or checks

- h. All donations will ultimately be delivered to the AIFC to be stored, sorted into categories, and counted. Your leader will be informed about the total count and receive a thank you note from the Food Resource Chair or the AIFC
- i. You'll want to send thank you notes to recognize committee members, participants, sponsors and volunteers for their hard work.
- j. Communicate all above information to your volunteers

*Crates work well for large drives, such as a "Stuff a Bus", as they stack well for ease of transportation. Barrels are used for businesses that wish to keep on them on their premises for a length of time or year round. They can also be used at events at the door or inside. Bags or boxes work well for certain events, such as school drives, as they are the easiest way to load and transport heavy cans. Some grocery stores will donate bags and boxes and the AIFC can supply bags also.

Creative Ways to Promote Your Specific Drive

- a. Set a goal or create a theme which often generates excitement and aids in the creation of promotional materials
- b. Perhaps hold a contest for designing posters and/or flyers
- c. Consider the use of Eblasts, Facebook, Twitter
- d. Use slogans that relate to your organization and the AIFC
- e. Announce results of your efforts to the community, school, church, etc.
- f. Host a thank you pizza party or ice cream social
- g. Providing water, snacks, etc. for your volunteers will bring them back next time!

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