



10 Tips for a Successful Food Drive

1. Plan Ahead
 - Select a leadership committee to plan your strategy and theme
 - Determine the length of your food drive
2. Set a goal
 - Determine how many pounds and how much money you want to collect.
3. Arrange food collection barrel delivery and pick-up dates.
 - Order collection barrels as soon as possible
4. Get Management involved
 - Encourage executives to show their support by sending emails, voicemails or letters
 - Have your company match employee donations, i.e. \$1 for each pound of food collected
 - Set up a day for executives to volunteer at St. Joe's
 - Challenge an executive to perform an outrageous activity if you goal is met.
5. Promote your food drive
 - Organize a kick-off event to build enthusiasm
 - Make food drive posters or printed grocery bags
 - Hand out shopping list of most needed foods
 - Announce weekly or daily totals to staff members
 - Download Food Program posters and flyers
6. Build awareness and visibility
 - Invite participants to tour and sort food at St. Joe's
 - Use paycheck stuffer to remind people about donating
7. Make it fun and simple to participate
 - Place grocery bags at every employee or student desk
 - Throw an event and charge a can of food for admission
 - Hold a raffle
8. Encourage financial contributions
 - Set a separate financial goal
 - Order and distribute Food Program donation envelopes
9. Utilize exciting competitions and creative themes
 - Have Macaroni Mondays, Tuna Tuesdays etc...to encourage specific donations.
 - Encourage departments or classes to challenge each other to a competition
10. Celebrate your success!

- Host a recognition party rewarding winners
- Celebrate the completion of your food and fund drive.