



[www.church-brothers.com](http://www.church-brothers.com)

# Tips for a Successful Food Drive

Use these tips to make your food drive a success! You will also receive a packet of materials once you sign up to run a food drive.

## Establish a Food Drive Planning Committee

- Select a coordinator to lead the drive, and appoint team captains to take charge of promotion, kick-off events, competitions, etc.
- Visit our web site to download cool forms. [www.drivingdownhunger.com](http://www.drivingdownhunger.com)

## Set a Goal

- Aim high! Many businesses, organizations and schools set a goal of 15 pounds of food per employee, student or family. We have a scale so we can weigh your total food donation.

## Get the Word Out

- Display posters in high traffic areas.
- Publicize the drive in your publications/bulletins.
- Send email messages and make announcements at meetings.
- Have Church M.I.C.E. make a presentation.
- Distribute food collection bags, flyers and donation envelopes.

## Make it Fun

- Bring in a group to volunteer at one of our partner food pantries!
- Build momentum with daily updates on your progress!
- Challenge other departments or competing corporations!
- Hold a kick-off event: Make the admission price a bag of food!

## Create Incentives

- Give prizes or sponsor a party for the department, grade or family that raises the most food.
- Add fun categories: the most peanut butter, spaghetti sauce or tuna fish, the most enthusiastic collectors.

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