

## How to Run a Successful Food Drive for Seva Food Bank

### 1. Get Organized:

- Decide the dates, locations and length of your food drive
- Appoint food drive leaders, and recruit other members to help out.
- Determine if you want to set a goal for the amount of food raised during the food drive. Goals help motivate participants to give more! If this is the first drive you are holding, pick a goal that is challenging but achievable.
- Download materials from our websites to promote the food drive.
- Consider ways to store collected food (bins, carts, boxes, etc).

### 2. Communicate Clearly:

- Educate everyone about the food drive. Also be sure to address the impact it will have on the community.
- Put up posters, send emails, and spread the word about your desired goal.
- Pick a theme or catchy slogan.
  - Theme Examples:
    - Baby Needs
    - Seniors' Needs
  - Catchy Slogan Examples:
    - Take a Bite Out of Hunger
    - Baby Basics
- Remember to thank your donors!

### 3. Create Incentive:

- Competitions are a great tool for motivating individuals. Consider setting up employee teams to challenge each other.
- Provide incentive for individuals to give: allow them to “dress down” if they donate.

### 4. Collect, Collect, Collect!

- Collect food during your food drive.
- Most needed items:
  - Beans & Lentils
  - Rice
  - Sugar & Salt
  - Dried Pasta & Tomato Sauce
  - Oil
- Keep people motivated throughout the campaign.
- Take photos! We are always looking for great photos to put on our website.

### 5. Wrap Up:

- Once your food drive is complete, coordinate a drop-off at our Malton location or our Wolfedale location.
- Celebrate your success! Send an announcement with a summary of your success, and be sure to recognize top contributors.
- Thank everyone for participating in this successful initiative.