



seva: [say·va] noun - selfless service.

an initiative of Sikhs Serving Canada

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 website 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 a catchy slogan (not essential).
 - Theme Examples:
 - Baby Needs
 - Seniors' Needs
 - Catchy Slogan Examples:
 - Take a Bite Out of Hunger
 - Baby Basics
- Remember to thank your donors!

3. Create an Incentive:

- Competitions are a great tool for motivating individuals. Consider setting up employee teams to challenge each other.
- Provide an 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:
 - Rice
 - Flour
 - Cooking oil
 - Sugar & Salt
 - Pasta (tomato) sauce



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- Keep people motivated throughout the campaign. Send frequent messages on progress towards your goal.
- Take photos, post them on social media and tag us (@sevafoodbank on IG and Twitter, @sevafoodbank1 on Facebook)! We are always looking to shine a light on our great donors.

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.

For more information or to coordinate drop off, please contact:

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