

FOOD DRIVE TOOLKIT

Utilize this toolkit and supplemental materials to create a successful food drive for National Nutrition Month in partnership of Mission for Nutrition with Produce for Kids.

What's in the toolkit?



Steps to start a food drive

Utilize this guide to prepare for your food drive



Food drive timeline

Time management is key for success



Flyer template

Customize the template with your information



In-store scavenger hunt

Make it fun for customers to find items to donate



Shelf tags

Help make it easier for customers to look for items to donate



How to start a food drive



Utilize this toolkit and supplemental materials to create a successful food drive for National Nutrition Month in partnership of Mission for Nutrition with Produce for Kids.

1. Connect with your local food bank. Secure contact at this location and confirm drop off details. Need help finding a local food bank? Search on FeedingAmerica.org
2. Select a week (or more) of National Nutrition Month to designate for your food drive. Organize materials needed for food drive: print flyers, hang signs, create a donation space.
3. Publicity is key to a successful drive. Spread the word to as many people as possible and don't be shy about reminding them. Send out an email and make announcements. People like to be informed about ways they can help.
 - a. Set up overhead announcements
 - b. Hang up flyers
 - c. Promote on social media
 - d. Highlight key items throughout the store that are needed donation items
 - e. Put flyers in bags for online or delivery orders
 - f. Staple on a flyer to prescriptions (if your store has a pharmacy)
4. Advertise! Connect with the community. Let everyone know what you are doing and how they can help.
5. Set up a drop-off point. Attach and additional flyer with balloons or anything else that can draw attention to the box or bin you are using to collect the food donations. Be sure it is at a location where people can easily see it.

For busy customers, who are quickly getting in and out of the grocery store, who order online, or get groceries delivered, have money donations available at cash registers as an option for those to contribute.
6. Set a goal. Reaching for a target can help build momentum. (About 15 pounds of food can feed a family of four for one week.)
7. Celebrate your success! Share the results with everyone. Send out thank you notes.

Find additional materials on produceforkids.com/RDs

Food Drive Timeline

1. Six weeks before:

Organize a small committee of volunteers. Designate different people to head sub-committees in charge of planning, promotion, collection and recruiting volunteers, if possible. Contact local businesses and schools, as well as other community partners and let them know about the event. Design a flyer advertising the event, including suggestions of what people might donate.

2. Four weeks before:

Follow-up with all those you contacted. Make the necessary arrangements with the food bank. Ensure there will be space there for the food donations. Distribute the flyers. Discuss further publicity with your committee.

3. Two weeks before:

Organize the intended delivery of the food to the food bank. Arrange to have the food picked up, if possible. Otherwise, organize volunteers to deliver the food.

4. One week before:

Confirm the delivery date with the receiving food bank. Design instructional flyers for the volunteers. Ensure you have enough volunteers, and that the volunteers know their tasks. Volunteers will help advertise, set up donation points and transport food if necessary. Distribute your advertising flyers to as wide an audience as possible.

5. One day before:

Ensure everything's ready. Remind all the community partners about the food drive.

6. On the day:

Make the donation sites as attractive as possible.





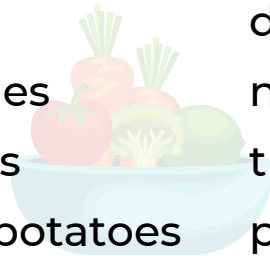
FOOD DRIVE



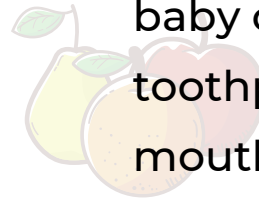


Scavenger Hunt

100% fruit juice
canned fruit
applesauce
dried fruit
jams/jelly
canned vegetables
canned tomatoes
instant mashed potatoes
tomato sauce
rice
oatmeal
pasta
bread
cereal
boxed stuffing
crackers
granola bars



peanut butter
canned tuna
canned beans
canned chicken
dried beans
nuts
trail mix
powdered milk
shelf-stable milk
instant coffee
canned soup
cooking oils
flour
dried herbs/spices
bottle water
diapers
baby food



baby cereal
toothpaste
mouthwash
soap
shampoo
pads/tampons
deodorant
laundry detergent



Look for these shelf tags throughout the store of helpful items to donate to the food drive.



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Suggestion**



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