STEPS TO ORGANIZING YOUR NEXT FOOD DRIVE

1) Choose starting and ending dates
   - Consider a long enough period (e.g., two weeks) for individuals to learn about the Food Drive and respond
2) Select location site for collecting food
   - Visibility and access are key
   - Ensure you are not blocking fire escape routes
   - Secure clearance from building management/security
3) Announce your food drive
   - Incorporate information from the Food Bank Fact Sheet and/or Childhood Hunger Fact Sheet into a flyer to educate individuals about hunger in NYC and the work of your organization

5) Assemble needed materials:

□ Food collection bins/boxes

- Reinforced cardboard boxes or NEW garbage cans are preferred

- Ensure that bins are not mistaken for garbage cans

□ Storage boxes for food in excess of bin capacity

□ Fact Sheets for distribution from food collection site

□ Posters indicating "Food Drive - Deposit Cans Here"

□ Posters listing preferred foods (note that canned, non-perishable foods are preferred, as jars may break and boxes may puncture). Examples include:

Canned tuna, chicken, turkey, salmon
Chili, hash
Canned fruits and vegetables
Pasta
Canned sauce
Canned evaporated skim milk
Soups
Coffee
Personal hygiene articles
Canned beans
Canned baby food (no jars)
Peanut butter (plastic jars)

6) Set up Food Drive, announce start and monitor

- Create a "Can-O-Meter" to graphically display number of cans collected
- Announce progress to encourage participation
- Regularly check bins for presence of irregular items

ELEMENTS OF A SUCCESSFUL FOOD DRIVE

- Appoint a food drive captain who will keep the energy up among the staff/volunteers.
- Set a goal for your organization that everyone can work together to meet.
- Keep track of how the collection is going, and give periodic updates to all of your staff/volunteer participants.
- Place the collection bins in an easily accessible location, such as break areas and common rooms and have posters and signs indicating where to make donations around the bins.
- Create some fun competition between departments/partners/supporters to encourage involvement.
- Communicate and promote the news that a food drive will be conducted.
- Plan to send thank you letters/cards to thank all of the participants.
- Communicate the results of the drive to everyone who participated through a letter, newsletter, or email.
- Enjoy yourselves! You're doing great work for the city.