



## Organizing a March Campaign Drive

The March Campaign is the largest food and fund drive for food shelves in the state of Minnesota. Each year thousands of volunteers from our state's schools, civic groups, businesses, corporations, and faith communities come together in March to fight hunger. If you are interested in organizing a March Campaign, Minnesota FoodShare is here to help. Below you will find some basic steps to starting your first campaign. Also, there is a wealth of resources available online at [www.gmcc.org/foodshare/marchcampaign](http://www.gmcc.org/foodshare/marchcampaign). Here you will find information to plan, promote, register and report your campaign. (If you are a new food shelf director and/or your shelf is participating for the first time, please contact Sue Kainz March Campaign Coordinator at [skainz@gmcc.org](mailto:skainz@gmcc.org) for more information.)

1. Find your local food shelf by visiting our website or giving us a call.
2. Contact your food shelf and tell them you want to help with the March Campaign. Talk to them about what kind of donations you should collect.
  - ◆ **Monetary Donations** – Cash donations are easier to collect and deliver. Food shelves can stretch donations of cash further than donations of food because of their access to discount products and programs. Cash also give the food shelf more flexibility to acquire perishable items like fresh produce, meat and dairy products.
  - ◆ **Food Donations** – Food shelves need all types of food, paper products, personal hygiene products and cleaning products. Ask your food shelf what they need most right now.
3. Plan and promote your March Campaign drive. Everything you need is available on the March Campaign website or call us at 1-888-315-7390 and we'll mail you what you need for free. Be creative! Have fun with it! The website is organized into the following three sections:
  - ◆ **Plan It** – find your local food shelf, view planning guides, creative ideas and helpful tips.
  - ◆ **Register and Report It** – forms for food shelves and corporations to sign-up and report.
  - ◆ **Promote It** – online ordering of promotional items for a fee, downloadable logos, press releases, donations receipts, hunger facts, religious resources, signs, flyers, and more.
4. Ask others to help. Recruit family, friends, neighbors, coworkers, or individuals from your faith community or civic group to help organize your drive. They can help brainstorm fun ideas, plan the logistics, promote your campaign, and collect the money or food.
5. Hold your March Campaign Drive.
6. Deliver your donations to your food shelf no later than the first Friday in April.