



Planning Guide for Organizing Food Drives

Planning

- **Contact your local food shelf director early in your planning.** Find out the particular needs at that food shelf, ask for statistics which you might be able to use for publicity. Confirm the food shelf's hours of operation, and when delivery is possible. If you need a referral for a nearby food shelf, call Minnesota FoodShare at 612-721-8687 (metro) or 1-888-315-7390 (toll free) or look it up at our web site: www.gmcc.org/foodshare.
- **Recruit a group of friends/associates who will help plan and coordinate.** Brainstorm with this group and divide up duties.
- **Use our March Campaign Announcement.** Order what materials you think you will need — posters, novelties, etc.
- **Make decisions about the structure of your drive and the events you will hold.** Will you collect food, cash or both? How long will the drive last? What will your goal be? Will you offer prizes or incentives? If you collect food, how will you deliver your donations to the food shelf?
- **For a variety of ideas on fun and interesting Food Drives,** see the resource: *Creative Ideas for Food Drives*.

Coordination

- **Set dates for events and assign tasks.** Recruit volunteers to help at events; encourage competitions; sort, weigh and deliver food.
- **Determine the type of container you will use to collect the food items.** Where will you place the container? You may want to consider separate containers for cans or boxed items in order to avoid crushing the food.

Public Relations & Media

- **Order resources and publicity items.** Logo sheets, flyers, clip art, posters, balloons, lapel pins and many other items are available through FoodShare. Novelties can be effective "thank

you" gifts or awards. If you do not have our Campaign Announcement, see our website, or call 612-721-8687 (metro) or 1-888-315-7390 (toll free).

- **Decorate!** Order new posters from Minnesota FoodShare, and decorate the food area with helium-filled MFS balloons. Wear green ribbons on your lapel & place large green ribbons on high-traffic doors.
- **Nominate volunteers for the WCCO Radio "Good Neighbor" Award.** It's a great way to publicly honor those who have worked hard on a food drive. WCCO Radio makes a commitment each year to chose food drive and food shelf volunteers during the month of March.

Wrap Up

- **Tally the pounds and dollars collected.** Announce your results. Celebrate everyone's efforts! Distribute awards.
- **Deliver the food and cash to the food shelf no later than the first week in April.** Arrange for volunteers to load the food into boxes and onto a truck. The due date is important to food shelves, who need the final count of their donations by then in order to participate. Call ahead to find out the food shelf's hours for donation drop-off.

All of the resources you need to plan a great March Campaign are available at:
www.gmcc.org/foodshare/marchcampaign