



Planning Guide for Congregational Food Drives

Planning

- **Consult with your congregation's leadership and gain their support.**
- **Recruit a core group of members 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.
- **Connect with a food shelf in your community.** Ask for a list of the foods they need most, and other information about their program. If you need help locating a nearby food shelf, call Minnesota FoodShare for a referral at 612-721-8687 (metro) or 1-888-315-7390 (toll free), or look it up at our web site: www.gmcc.org/foodshare.
- **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 be your goal? Will you encourage competitions or provide incentives? 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

- **Consult with the person in charge of congregational education programs.** Are there ways to involve the Food Drive and the topic of hunger in the study groups and classes? Resources are available which can be ordered from FoodShare or at our website: www.gmcc.org/foodshare.
- **Set dates for events and assign tasks.** Recruit volunteers to help at events, encourage competitions, sort, weigh and deliver food.

Public Relations & Media

- **Publicize the FoodShare Campaign in your congregation.** Begin before the Campaign starts. Resources are available for your use, such as posters, sample newsletter articles, and bulletin inserts.

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- **Decorate!** Order new posters from FoodShare, and decorate the food area with helium-filled MFS balloons.

Implementation & Wrap Up

- **Collect the food.** Decide whether to collect the food each day of worship in March, or designate specific days. Clearly mark the area where you wish members to leave the food with the *Drop Food Here* sign.
- **Deliver the food** to the food shelf you have chosen. *All food needs to be delivered no later than the first week in April in order to be counted by the food shelf in their March totals.* Call ahead to find out their hours for donation drop-off. Recruit adult and youth members of your congregation to help bring the donations to the shelf — this chore can be one of the most gratifying.
- **Record the pounds and dollars** that your congregation has collected, and report the amount to the congregation.
- **Celebrate your efforts!** Many people have come together to help the hungry in Minnesota. This is a reason to be thankful for the generosity and to celebrate. Recognize those who've done an extra special job.

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