



## Planning Guide for Corporate Employee Food Drives

### Planning

- **Consult with your company's community affairs office** (or the person in your company who decides about participation) and gain their support.
- **Recruit a core group of co-workers who will help plan and coordinate.** Brainstorm with this group; divide up duties.
- **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 company goal? 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*.
- **Contact a food shelf director.** Find out the particular needs at that food shelf; ask for statistics which you might be able to use for internal publicity. 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 check our website at [www.gmcc.org/foodshare](http://www.gmcc.org/foodshare).

### Coordination

- **Complete the FoodShare Corporate Employee Drive Sign Up Sheet** and return to FoodShare.
- **Set dates for events and assign tasks.** Recruit volunteers to help at events, encourage competitions, sort, weigh and deliver food.
- **Is there a retiree group with your company that could assist and participate?**  
**Public Relations & Media (internal & external)**
- **Order additional resources and publicity items.** Novelties can be effective "thank you" gifts or awards. If you do not have an order form, call 612-721-8687 (metro) or 1-888-315-7390 (toll free), Many of our resources are available for download on our web site: [www.gmcc.org/foodshare](http://www.gmcc.org/foodshare)

- 
- **Decorate!** Order posters from FoodShare, and decorate the food area with helium-filled Minnesota FoodShare balloons.
  - **Would you like your food drive to get media coverage?** Send information about your special food drive to Minnesota FoodShare. FoodShare works hard to get coverage on food drives during March by sending out weekly Media Alerts. If your event or drive is included, you may be visited by a TV crew or reporter!
  - **Would you like to see a picture of your event, or read a story about your drive in Minnesota FoodShare's Campaign Report?** Send us a picture and describe your efforts. This publication goes out to 5,000 individuals, congregations and businesses statewide.
  - **Nominate volunteers for the WCCO Radio AM "Good Neighbor" Awards.** It's a great way to publicly honor those who've worked very hard on a food drive. WCCO Radio makes a commitment each year to honor food drive and food shelf volunteers during the month of March.
  - **Use internal e-mail, voice mail messages and employee newsletter** to publicize internally. Announce the Campaign, the goal and events. Update employees on progress toward your goal. Place posters strategically to serve as reminders.

### Wrap Up

- **Tally the pounds and dollars collected.** Announce your results internally. Celebrate everyone's efforts! Distribute awards.
- **Deliver the food and cash to the food shelf.** Meeting 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 the hours for donation drop-off and drop-off deadline.
- **Fill out your FoodShare Corporate Final Report Form** and mail or fax to FoodShare by the due date each year.

**All of the resources you need to plan a great March Campaign are available at:**  
[www.gmcc.org/foodshare/marchcampaign](http://www.gmcc.org/foodshare/marchcampaign)