



WELCOME TO YOUR FOOD DRIVE TOOLKIT

Food banks provide a valuable and lifesaving service to over 40 million people who are living in food-insecure households. Without support from volunteers throughout a community, food banks are unable to provide food to the people who need it most. There are many ways to support your local food bank. Whether you give a financial donation, organize a food drive, donate a grocery bag of canned goods every few months, or even head to your local food bank and help organize incoming donations, showing your support is easy.

Real leadership is rooted in public service. Through service projects around the country, Democrats deliver for the people they represent. First, join our Dems Care Channel in Slack. Then just follow these steps:

- **Step 1: Identify a local Food Bank/Community Kitchen**
 - <https://www.feedingamerica.org/find-your-local-foodbank>
- **Step 2: Register your event on Mobilize**
 - <https://events.democrats.org/c/food-bank-takeover/event/create/>
- **Step 3: Gather a Group of Friends to spread the word about the Community Action**
 - This can be friends, family, colleagues, or a general post for community members to join.
- **Step 4: Follow the tips below to plan a successful event.**

Additional Resources:

- [Finding a role that fits you.](#)



Tips for a Successful Event

1. Determine if your drive will collect food, funds, or both
2. Recruit a team to assist you - establish roles for individuals who will champion the drive
3. Establish goals including how many pounds you want to collect or how much money you want to raise. As an example, most cans weigh about one pound, so 100 cans of soup approximately equal a 100 pound food drive.
4. Determine a start and end date for your drive and where collection bins will be located
5. Contact the Food Bank for advice, to arrange to pick up if necessary, and for support (see contact information on the cover)
6. Create a marketing plan to promote the drive; will it be internal only or include outreach to customers and/or the public?
7. Determine what supplies you will need for your drive. The Food Bank can provide collection barrels/bins, posters, fact sheets
8. Create a plan for motivating your team. Would it be helpful to have a speaker from the Food Bank visit your organization or do a virtual meet and greet for your group? Would you like to arrange a tour of the Food Bank?
9. Select a prime location for your food drive. High traffic areas where the collection bins are visible are best.
10. Promote and launch the drive, provide reminders, and congratulate participants as the drive progresses. Offer healthy competition among classrooms, departments, or teams.
11. Tally your results to share with your group and get the items or funds to the Food Bank
12. Document your plan and track results so that you can build on your success next year.



Spread the Word about your Food Drive

There are many ways you can spread the word about your Food Drive among potential participants:

- Hang food drive posters around your office or school.
- Contact your local newspaper or radio station to promote your drive
- Send mass emails, flyers, or notices to participants. Encourage them to share it.
- Distribute flyers in employee mailboxes and/or send them home with students.
- Publicize the event in your company/organization newsletter or website.
- Use a local celebrity to promote the event.
- Host a food drive kick-off event to build excitement about the food drive.
- Keep participants updated on the progress of the drive to continue the momentum.
- Offer an incentive for the winning individual, group, or department.