



Step-by-Step Guide to a Successful Food Drive

1. Organize Your Team

- Organize a planning committee.**

Recruit committee

members who are natural leaders in your organization and who are interested in motivating teammates and building a sense of community. Letting your team get involved with organizing the drive will motivate them to make it successful.

- Delegate responsibilities:**

Choose:

- a chairperson to be responsible for the overall organization and the contact person for North York Harvest Food Bank
- a public relations coordinator to be responsible for publicity.
- an administrator who organizes physical collection of donations.
- volunteers to brainstorm ideas for themes, promotion, etc.

2. Establish Basics

- Set a beginning and end date for your drive.**

Determine if a two-week food drive or a one day collection event would be the most effective in maximizing participation. You can combine a month-long drive with specific special events, for example. We recommend two to three weeks for optimal participation.

- Schedule your drive with North York Harvest Food Bank.**

Contact Tanya Thomas at 416-635-7771 ext. 59 or email at tanya@northyorkharvest.com to set up delivery and pick up dates well in advance.

- Set a goal for how much food you would like to collect.**

Set a goal for the amount of food and financial contributions to be raised. Setting a target allows you to build momentum for

the drive. The goal can be based on the amount raised from last time, or you can set a goal based on the number of participants.

Calculate Your Food Drive Goal:

Poundage Goal (LBS.) = Number of Participants x Pounds per Person

Financial Goal (\$) = Number of Participants x Dollars per Person

Generating 100% participation is a goal. Your food drive can be an engaging team-building activity. If you can get everyone to participate in some capacity, you'll be able to celebrate your success together.

Whether you reach your goal or not, you'll be helping to reduce community hunger. Every bit of support makes a difference.

- Choosing your locations**

Select high traffic areas where the food boxes will be noticeable and convenient to donors to access. Central locations that usually work best are break rooms, common meeting rooms and reception areas. Be sure to consider safety and security issues when choosing your locations.

3. Promote Your Drive

- Communication is key to the success of your Food Drive**

- Put up posters in common areas
- Send out emails to communicate when, how and what participants should donate.
- Post information about the drive on your intranet.
- Include information about the drive in memos, company newsletters, calendars and at departmental meetings.
- You can also promote your food drive in community and church bulletins, through local TV, radio

and newspaper outlets, at neighbourhood grocery stores and community centres.

- Use the North York Harvest Food Bank facts and statistics.
 - Themes often help generate excitement around a drive and aid in the creation of promotional materials.
 - Offering incentives for donations or the opportunity to win great prizes is also helpful.
 - Promotional materials will help build awareness about your efforts, and encourage maximum participation. Contests for designing posters and flyers can be a good way to tap into the creativity available in your organization.
 - Enlist the support of your CEO or department head. Matching donations by the company or department significantly increase your overall donations!
- **Make it fun! People are generous and willing to help. Be creative in asking for their donations and they will amaze you!**
- Foster healthy competition by organizing a contest between departments, teams or groups with prizes for the group that raises the most.
 - Food Drives can easily be incorporated into your existing events and activities within your organization. For example, food can be collected at a holiday party, team-building meetings or organizational conferences. You can even use cans of food as entry into your organization-sponsored event in lieu of tickets.
- **Make it Educational**
- Participating in a food drive is an excellent opportunity to educate

your neighbours, friends and family about the meaning of community sharing, poverty, food security, nutrition, economics and volunteerism.

North York Harvest has speakers and workshops available to come out and share information about our programs, poverty and food security issues upon request. Please contact the Food Drive coordinator at tanya@northyorkharvest.com to arrange.

4. During your Food Drive

- Update participants on the amount of food and funds you've collected through a sign in a high traffic area, announcements in meetings and newsletters, or e-mail.
- Send out creative messages to keep people excited about reaching the goals.
- Plan to bring your group to North York Harvest Food Bank to participate in a food sort and tour.
- If you are delivering the food to North York Harvest Food Bank, coordinate volunteers to pack food properly at the end of the drive. Load and transport it to North York Harvest Food Bank at 640 Lawrence Avenue West (behind Bathurst Heights Secondary School).

5. Finally, when the drive is over

- Send the **Food and Fund Drive Report Form** with your contact information.
- Fill out and send back **Feedback Form**.
- Deliver your food to North York Harvest Food Bank (Dock 5 at the back of the building, facing Varna Drive and the school field) between 9 a.m. to 4 p.m. on weekdays. Or make

arrangements with North York Harvest Food Bank for pickup. When you deliver the food, please fill out a receipt at the front desk and indicate that you collected the food through a food drive.

- Write down your good ideas for your next drive!
- North York Harvest Food Bank will send you a letter listing the total amount of food and money raised during your event. Post your official North York Harvest Food Bank thank-you letter in a high-traffic area.

6. Ideas to Show Your Appreciation

- Share drive results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate efforts.
- Recognize your committee and volunteers for their hard work.
- Thank the participants and honor your winners by announcing individuals or groups that made the highest contributions. Publish the results on your website or in a newsletter.
- Insert thanks-you notes with pay cheques or pay stubs
- Host a thank-you breakfast or luncheon on-site or at a restaurant. Better yet, have management cook food.
- Pass out candy with a personalized note from the Food Drive committee or management
- Present a plaque or certificate to the department with the highest participation
- Start the day off right, by delivering coffee/tea or juice and pastries to each person's desk



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