

How To Organize Your Food Drive

1) Plan!

Choose Dates—Ensure your drive will not coincide with any other activities your organization, school, business, or church is involved in. A two-week period is generally ideal.

Pick a location—Your food collection barrels or boxes should be easily accessible and visible.

Talk to Management—Encourage your boss, chair, president, or principal to support the drive with a monetary or in-kind match, a “dollar for pound” gift, staff or classroom incentives, or just through vocal public support of your efforts.

Set a goal—Decide upon a target amount of food and a target level of participation.

2) Promote!

Put It On Paper—Create posters, signs and flyers advertising your food drive. Make sure you identify your stated goals and include statistics on hunger in our community. The Dr. Martin Luther King Jr. Community Center can provide you with this information.

Use Electronic Tools—Remind people of your drive in your email signature and on your voice-mail message. If your organization has a website or intranet, post information about your drive on it.

Talk it up—Impress upon your co-workers how much this means to you, and create some friendly competition within your office. Remember, the more people talking about your food drive, the better results you’ll have.

3) Make it Fun!

Get a Commitment—Pass around a signup sheet with items needed and spaces for names. This is an excellent way to guarantee participation.

Keep it exciting—Give daily or weekly updates and congratulate the first participants publicly.

Do Something Different—Give participants something to look forward to. Organize a kickoff or packing party and invite a speaker from the Dr. Martin Luther King Jr. Community Center to attend and say a few words. Schedule a group shopping trip to the grocery store, or a volunteer day at the Feed A Friend Food Pantry.

Offer Alternatives—Encourage participants to give grocery store gift certificates in \$10 to \$25 increments if they don’t have time to shop for the food drive. Or encourage them to make a monetary contribution (\$1.00 equals one nonperishable food item)

End On Time—Try to stick to your planned end date. This way your food drive won’t lose urgency. People respond to deadlines.

4) Follow Up!

Announce Your Results—Make sure you thank all participants and email or post your results.

Plan for Next Time—Think about what worked and what didn’t, and plan dates and goals for next time.

Spread the Word—Tell someone else about the Feed A Friend Food Pantry and how you helped us. Encourage them to hold a food drive as well!

Food Drive Basics

What You Need:

Food Collection Boxes
- Reinforced cardboard boxes
- Sturdy, clean laundry baskets or trash barrels

Boxes should be clearly labeled as
“Food Only”

Extra storage boxes for overflow

Fact Sheets/Literature on hunger in our community for participants
(We'll supply this information!)

Posters or Flyers
Envelopes or donation cans for any cash donations
(Checks should be made out to the Dr. Martin Luther King Jr. Community Center)

What We Need:

Canned Meats/Beef Stew/Chili
Canned Tuna, Salmon, Ham
Canned and Packaged Beans
Canned Fruits and Vegetables
Peanut Butter and Jelly
Boxed Cereal and Hot Cereals
Rice, Pasta, Macaroni and Cheese
Canned or boxed potatoes
Cake, Muffin, Pie Crust, and
Biscuit Mixes
Evaporated or Powdered Milk
Canned Juices
Canned Soups
Pudding or Jell-o
Canned Baby Food and Formula
Personal Hygiene Items
During the holiday season, stuffing and canned yams are also appreciated!

Please Note:

Whenever possible, plastic jars and unbreakable packaging are preferred.

The Dr. Martin Luther King Jr. Community Center can arrange pick up for large donations.
Please call Jane Maloney at 401-846-4828 to arrange a pick up.

Please alert us with any requests for advertising, marketing, or other promotional usage of our logo and name. If needed, we are happy to provide camera-ready art or standard language for your promotional use.