

Tips for Planning a Food Drive

Food and Fund Drives are a fun and easy way to support your local food bank! Increased efficiency in production due to new technology in food manufacturing has significantly reduced, and in some cases, totally eliminated, overages which traditionally came directly to The Community Foodbank of New Jersey so food drives are more important than ever. By hosting a food collection barrel or running a financial drive at your company, school or place of worship, you help us to continue to meet the needs of so many people in our community. Here are some guidelines to follow that can make it easier to plan your food drive and easier for The Community Foodbank of New Jersey!

The following steps and ideas will help guide you and trigger your imagination for other creative ideas to raise food and money. If at any time you need help or have questions, please don't hesitate to contact **Food Drive Man at (908)355-3663 x225**.

Plan ahead

Select a leadership committee to plan your strategy and theme. Determine the start date and length of your drive.

Set a goal

Decide upon how many pounds you want to collect. An easy way to do this is to set a goal for each participant and multiply this figure by your total head count. If your group or company has a competitive spirit, you may want to contact us for an award structure for pounds collected. An award structure can be a helpful guide before you set your goal!

Register and Schedule Pick-Up

Register and arrange food collection pick-up dates or plan to bring the food to the Foodbank yourself and help save CFBNJ valuable transportation resources.

If needed, request supplies as soon as possible by contacting CFBNJ. We can provide support materials such as containers, fact sheets and posters.

Get management involved

Encourage executives to show their support by sending email, voicemail or letters.

Have your company match employee donations. For example, your company might give \$1 for each pound of food raised.

Set up a day for executives and their staff to volunteer at The Community Foodbank of NJ.

Challenge an executive to perform an outrageous activity if your goal is met.

Approach management about becoming a Food Drive Sponsor.

Promote your drive

Organize a kick-off event to build enthusiasm. Structure the event around your Food and Fund Drive theme. Create or obtain posters from The Community Foodbank of NJ.

Hand out shopping lists of most needed foods. We can tell you what they need most from season to season.

Display weekly or daily totals in high-traffic areas or announce totals using email to keep people up to date and involved.

Make it fun and simple to participate

Place grocery bags for collection at every employee or student desk.

Hold an event (a dance, sporting event, card party, or concert) and charge a can of food for admission.

"Sell" dress-down or "casual dress day" passes to your employees in exchange for donations.

Encourage cash donations by advertising How Far Your Donation Goes with information from our website.

Utilize exciting competitions and creative themes

Create competitions with lots of categories - largest individual donation, most protein, and most unusual food or match your weight with pounds of food.

Have Macaroni Mondays, Tuna Tuesdays, or Peanut Butter Week to encourage donations of high protein foods.

Encourage buildings, departments or classes to challenge each other to a competition.

Celebrate your success!

Host a recognition party rewarding the competition winners with humorous prizes; take pictures and include in company newsletter or post on company website. Be sure to recognize all participants--each pound of food provides one meal for one person so **every participant makes a difference!**