



How to organize your holiday food drive:

Successful food drives require enthusiastic leaders. Get people involved early to develop creative ideas and ensure high participation levels.

- 1) Set up a committee of team leaders with representatives from every level of the organization.
- 2) Set beginning and end dates for your food drive.
- 3) Choose your method of collection. Either use your own boxes or the Food Bank can supply you with our red barrels.
- 4) Set goals. Setting a goal is a great way to encourage teamwork and provide contributors with a sense of accomplishment. Make goals realistic and easy to understand. Use poundage or canned good goals. For example, set a goal to collect 200 lbs of food, or set a goal to collect 200 cans of food.
- 5) Use incentives to promote your food drive and encourage participation. Ideas include: throwing a party to start your food drive and charge a donation of cans or cash for admission; start an internal competition to encourage more donations among staff or students; request management/ school administration reward participants with a fun event such as a pizza party.
- 6) Decorate food drive boxes and distribute publicity material to publicise the food drive. Collect and decorate boxes/barrels. Place them in lunchrooms, cafeterias or other strategic areas. Also, create promotional flyers or use the SDFB's flyers for promotion.
- 7) Maintain momentum by keeping participants informed about the food drive. Send out emails announcing the food drive. Utilize your local community newspaper to promote the drive. Post a progress chart.
- 8) Encourage financial contributions. The most successful drives have a financial element. Participants are welcome to donate money in lieu of food. Remember, for every dollar donated, the San Diego Food Bank can purchase enough food for three meals! Any monetary donation will be counted toward the total pounds collected for your organization. Each dollar donated will count as 4 lbs of food. Therefore, a donation of \$10 is counted as 40 lbs of food.
- 9) Due to soaring gas prices and increasing demands on our staff and trucks, we respectfully request that you deliver your boxes to the Food Bank, if at all possible. You may deliver your collected items as your boxes become full, or you may deliver everything at one time.

San Diego Food Bank warehouse hours for drop-off:
Monday – Friday, 8 a.m. – 5 p.m.
9850 Distribution Avenue, San Diego, CA 92121

If you are unable to deliver your collected items, please contact the Food Bank to arrange a time for collection.

- 10) Take time to thank everyone who participated. Put a picture of the winning team on your bulletin board. Publicize the amount of food you raised and the number of meals you provided. Send a thank you note to participants. Post the information on a bulletin board.
- 11) 2008 Holiday Food Drive Awards. Trophies will be awarded for the highest number of pounds collected per capita, the highest amount of food and funds collected per capita (one dollar equals four pounds) and most funds collected per capita. There will be separate awards for schools and businesses.

Thank you for helping us feed the hungry in San Diego this holiday season!!!

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