



**Good Shepherd
Food-Bank**

Feeding Maine's Hungry



SIX STEPS TO A SUCCESSFUL FOOD DRIVE

1. Plan Ahead

- Select a leadership committee/contact person(s) to plan the food drive
- Determine timing for the food drive
- Determine types of food donations.
*See list of most needed items, download: gsfb.org/how_to_help/food_drive_flyer.pdf
- Choose a non-profit agency from our Agency List to benefit your local community

2. Set Goal

- Determine goal for pounds of food to be collected
- For companies, consider a competition between departments or a matching program where the company matches in dollars or food the amount collected
- Set goal above previous year's goal

3. Identify your needs

- Consider how many of the following items you will need:
- Barrels or boxes for collecting food
- Posters for generating awareness of hunger issue and food drive
- Donation Envelopes for participants who may also want to make a financial donation (GSFB can provide)

4. Get company management involved

- Garner support of company executives to set standard for participation and motivate employees
- Consider a "matching program" in which your company will provide a financial or food match for each pound of food raised
- Incorporate volunteerism; Encourage company leadership and employees to volunteer at the Food Bank's warehouse
- Approach management about making the food drive an annual event

5. Promote your food drive

- Consider a launch event at your company to announce the food drive
- Download our Food Drive Flyer to distribute in many locations
- Install an tracking system to keep participants updated about the food drive's progress
- Work with your communications department to get inclusion in your company newsletter, website, and other outreach efforts

6. Be Creative

- Use cans or nonperishable donations as entry fees to events
- Hold a CAN-struction sculpture contest among teams or groups of people
- Challenge another group for the most items or pounds of food collected

Download a Printable Fund Drive Flyer to promote your event at: gsfb.org/how_to_help/food_drive_flyer.pdf