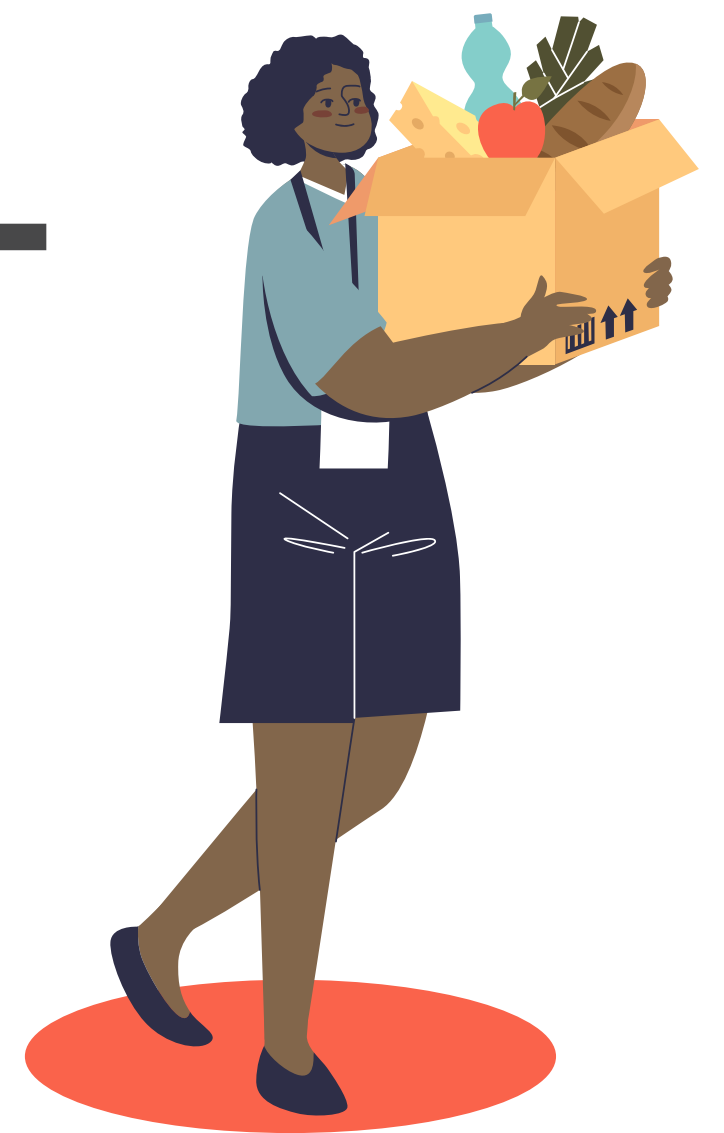


# ENSURING A SUCCESSFUL FOOD DRIVE



## GETTING STARTED

Successful food drives are always driven by good volunteer teams. Volunteers plan, promote the food drive, encourage other volunteers, collect food, and announce results.

- Register your food drive at “how you can help” on [hamiltonfoodshare.org](http://hamiltonfoodshare.org)
- Select a main contact person
- Set a goal of # of pounds of food you hope to raise
- Decide if you will also promote on-line financial donations to [hamiltonfoodshare.org](http://hamiltonfoodshare.org). Note: if you would like a dedicated fundraising URL, email: [fooddrives@hamiltonfoodshare.org](mailto:fooddrives@hamiltonfoodshare.org) to request this.
- Set a date and determine the duration of the drive.
- Confirm if your company or organization can match employee or member donations.

## PROMOTION

Utilize every opportunity to advertise/promote the food drive. Advertise on social media, employee intranet, and with flyers or posters. Think about what your audience cares about and advertise there! Be sure to explain that Hamilton Food Share helps 23 food banks and meal programs in neighbourhoods across the city and that for every \$1 donated, Hamilton Food Share can provide \$5 worth of food. Please use our list of most needed non-perishables.

## VOLUNTEERS

There are many practical tasks throughout a food drive such as: picking up boxes and tape from Hamilton Food Share, setting up the collection sites, collecting, packing and transporting food to Hamilton Food Share.

## FOOD COLLECTION BOXES & SIGNS

We can supply small Hamilton Food Share boxes for your collection sites. These are important because they ensure the food is safely lifted, packed and stackable for transportation. You would need to pick these boxes up prior to your food drive. We can also supply tape guns to assist you in this process. Decorate the boxes, make them personalized or add a Hamilton Food Share sign. We can supply these signs when you pick up boxes or send you an email with an attachment you can print off. Make sure delivery date to Hamilton Food Share is confirmed when you pick up supplies.

## ANNOUNCE RESULTS

Let your donors know how much their support contributed to the successes of your food drive.

- Take a picture when you are dropping off the food and share on social media and thank those who participate.
- Hamilton Food Share will weigh your donation and send a letter of acknowledgment with the total amount of pounds of food, and if applicable, total funds raised thanking your group for supporting us in the fight against hunger.

