



**A FRESH APPROACH
TO ENDING LOCAL HUNGER**
formerly the Eagan & Lakeville Resource Centers

ORGANIZING A HEALTHY FOOD DRIVE 101

Where is our next meal coming from?

All it takes for a family to be hungry is an unexpected medical bill or a job loss. This is an all too common story. Many families that were once financially secure now choose between buying food and paying for the mortgage, utilities, or their necessary medication. Your support enables us to be committed to assuring families are provided wholesome, nutritious foods to help move them from a state of crisis and insecurity to food stability.

Ideas to help you get started with a food and fund drive

- 1 **Organize a committee of volunteers.** Get several members of your organization, business, community, or school to help with the collection and in spreading the word about your food drive. Set a goal for the food drive and let everyone know about it.
- 2 **Decide on a theme and a time frame.** Be creative in naming your event (some idea generating themes are listed on page 2). Are you looking to do a one-day event or a month long event? Make sure this is included in your messaging.
- 3 **Create containers for collecting food donations.** Clearly mark and label with signage (see donation sign link left) and place containers in high traffic areas to get noticed.

Note: Make containers easy to carry, such as boxes or bags for delivering to food shelf. Large containers look great but many times are too heavy to move and have to be emptied and repacked for delivery.

Neighborhood drive tips: consider placing empty grocery bags on neighbors' doorstep with an enclosed flyer to explain your food drive. Make sure the flyer indicates the date you will be collecting the bag of donations. Give neighbors a few days to fill their bag.



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www.theopendoorpantry.org

The Open Door is a 501(c)3 organization. Your donation is tax deductible to the fullest extent allowed by law.



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Spread the word. Ask everyone involved to advertise the food drive to co-workers, family, friends, and neighbors. Make sure you let them know the food and/or funds are going to The Open Door to provide food to families in need.

Ideas for promoting your food drive:

- websites and social media (FB, twitter)
- postcards
- press releases or announcements to local newspapers
- e-mail
- flyers
- newsletters
- door hangers
- newsletters
- window posters
- payroll envelope stuffers
- church bulletins
- banners
- table top/counter-top signs

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Celebrate your success! Reward volunteers and/or donors. Show your appreciation by:

- serving a light meal and refreshments
- awarding prizes or gift cards for most pounds raised
- decorating a bulletin board in employee lunchroom with photos from event and of volunteers
- giving special perks such as a free parking space
- presenting the winning team a pizza party or other favorite food

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Let us know about your efforts. We are proud of our community and how you support those in need. Take photos of your event in progress, write a brief summary of your efforts. Contact Nancy Wester, Community Relations Manager (nancyw@theopendoorpantry.org or 651-605-2881) to set up a donation drop-off time and photo opportunity. We may share your photo on our website or in publications!

8 Food Drive Theme Ideas

Plant a Row for the Pantry: Plant a row in your garden specifically for donating to The Open Door.

Hunger Walk, Run, Bike; Dance-a-thon or Hoop-a-thon: Have sponsors pledge food donations for each mile completed, how many baskets made, etc.

Celebration Presents Drive: Guests bring a food donation instead of bringing gifts to birthday party, wedding shower, etc.,.

Team Challenges: Organize contest between classrooms or workplace departments with different categories such as:

- largest individual donation
- most pounds raised per team
- most unique food display

Wash Away Hunger: Organize a car wash and the payment is a food item donation.

Fill it Up! Fill the gymnasium, a truck, a breakroom or other designated area with food.

Seasonal: Winter or fall food drive with items like root cellar vegetables, stew, chili fixings, apple cider. Summer food drive with items like juice boxes, baby carrots, granola bars, peanut butter.

Specialty boxes or bags: Look at our list of suggested items and have each classroom or workplace department choose one item to collect.