



# ORGANIZING A HEALTHY FOOD DRIVE 101

Your food and fund drive helps ensure The Open Door provides fresh and healthy food to more than 10,000 individuals who come to us each month!

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

**Organize a committee of volunteers and set a goal.** 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.

**Decide on a theme and time frame.** Be creative in naming your event (idea generating themes are listed on back). Are you looking to do a one-day event or a month long event? Include this in your messaging.

### **Tip: Establish incentives to give!**

- secure company matching funds to quickly double your efforts
- award prizes, tickets or gift cards for most pounds raised
- give special perks such as a free parking space or front row parking in winter

### **Register your food and fund drive and schedule your drop off.**

Registering your food and fund drive allows us to make sure we have staff and volunteers ready to assist you. Go to [www.theopendoorpantry.org](http://www.theopendoorpantry.org) and click on How To Give, or contact Lisa Wendt, Events & Community Lead, at [lisa.wendt@theopendoorpantry.org](mailto:lisa.wendt@theopendoorpantry.org) or 651-302-9528 to set up a donation drop-off time.

### **Make helping easy: Narrow your focus**

Choose 1-5 items to collect. A theme (cereal drive) or a few of our "TOP 5" needed items is easy to remember when staff goes grocery shopping. Download our "Suggested Food Items" list which includes the TOP 5, perishable & non-perishable items, personal hygiene and household products list. Get more ideas at [www.theopendoorpantry.org/how to give](http://www.theopendoorpantry.org/how-to-give).

**Create containers for collecting food donations.** Clearly mark and label with signage (download donation box sign from our website) and place containers in high traffic areas to get noticed.

**Spread the word.** Ideas for promoting your food drive: post on websites and social media; send out a press releases to local newspapers, send e-mails, post flyers or in company newsletters, create payroll envelope stuffers, banners, table top signs.

**Celebrate your success!** Reward staff and donors. Show your appreciation by:

- Serving a light meal and refreshments
- Decorating a bulletin board in an employee common area with photos of volunteers and from the event.
- 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 and share with The Open Door. We may share your photo on our website, social media channels or in publications!

**Tip: Large containers look great but many times are too heavy to move and have to be emptied and repacked for delivery. Make containers easy to carry, such as boxes or bags for delivering to The Open Door.**

**Visit us online at [www.theopendoorpantry.org](http://www.theopendoorpantry.org)  
Tag us on Facebook: @TheOpenDoorMN**



# FUN AND EXCITING FOOD DRIVE CAMPAIGN IDEAS



## TP the VP

Is your boss or supervisor out of the office for the day? What better way to welcome the big cheese back from a break than an office filled floor-to-ceiling with toilet paper. If the look on his or her face alone isn't worth it, toilet paper is the #1 requested item at our pantry.

## Peanut Butter Posse

Select one or two of our most need food items, employ a catchy title for your group, and see which group/department can collect the most food.

## Fill it Up!

Fill the office, a truck, a breakroom, or other designated area with food.



## Team Challenges

Organize contest between departments with different categories such as:

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

## Casual Day for Pay

Why limit casual to just one day a week? Swap the dress pants for jeans! Offer casual day for cash. This is an easy way to raise money for the pantry. A simple charge of \$5 for a day of casual wear can really add up

## CANstruction

A creative way to motivate and help remind co-workers, employees, clients, customers, etc. to donate food items for the pantry is to create CANstruction—an object constructed out of cans. Creative CANstruction ideas: team mascots, favorite vehicles, famous buildings, sculptures, etc. Add to the display throughout the month, be sure to take photos and donate the non-perishable items to The Open Door.



## Ice Cream Social

Buy a gallon of ice cream, whipping cream and sprinkles. Make ice cream sundaes and ask for a free will donation. All proceeds benefit The Open Door.

## Chili Throwdown

It is time to settle it. Who in your office truly makes the best chili? Only one way to find out and that is a throwdown. Fire up the crockpots, roll up those sleeves, meet in the kitchen, sell the tastings and voting rights to your coworkers (all proceeds go to The Open Door). Finally figure out who truly deserves the bragging rights.

## "Items" of the Day

Working off of our Top 5 most needed items list, assign an item for each day of the week (or each week of the month). Doing this encourages your teams to work towards the common goal of gifting our pantry with the items we need the most.

## Diaper Packing Party

Diapers are a necessity for parents with young children and they fly off our shelves. Get teams together to make up bags of 10 diapers.

## Culturally Specific Drive

Our client families are diverse. How about a Latino, Asian, or Russian foods drive?

## Penny Wars

Penny Wars can be played between departments (or if your office staff is small, teams). The object is to get as many points as possible during the "war." The money raised during the penny war can be donated to The Open Door.

## Work Meeting or Event Add-on

If you are already having a company event, simply ask each participant to bring in canned goods to that event. Request donations when someone is late to a meeting, a cell phone rings during a meeting, etc.

## Skip a Meal Out

Encourage your colleagues to skip one meal out and instead donate the funds saved from that meal to The Open Door.

## Pet Pageant

Enter your pet in the pageant with an entry fee. Coworkers buy tickets to cast votes in categories like Cutest, Naughtiest, etc.

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