

FOOD DRIVE – TIPS FOR SUCCESS

There are a variety of ways you can build on the basic steps of conducting a successful Food Drive. The planning of a Food Drive varies, depending on the location and size of the drive. Use the tips below that best match your particular situation. ANY size Food Drive results in more food for the hungry in our community, so each food drive is valuable to GUM!

Here are a few tips from successful Food Drive coordinators:

- Choose team leaders to take charge of areas such as promotion, competitions, kick-offs, and post-drive celebrations.
- In advance, identify drivers with spacious vehicles to help collect & load donation containers and deliver them to the Food Pantry at the conclusion of your food drive.
- Generate excitement and boost participation by building your drive around a theme. Be creative! In order for the drive to be successful, themes are helpful in motivating participants.
- Set a goal. Setting a goal is another way to motivate donors. Your goal could be a specific number of cans per donor, or your group's weight in food, etc.
- Promote your drive! Display promotional materials in high traffic areas and use group newsletters or bulletins. Email promotions are also very effective.
- Raise awareness of the problem of hunger. Invite a GUM representative to speak to your group. Arrange for your group to volunteer or take a tour of the Food Pantry.
- Make it fun! Have a kick-off event and make the admission price a certain number of food items. Challenge other departments, faith communities, or classrooms, to see who can raise the most food or dollars.
- Build momentum with daily progress updates.

- Celebrate success! Have a post-drive party to congratulate your team for a job well done! Invite a GUM representative to present a certificate of recognition at your celebration or at your next group gathering.

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If you are interested in inviting a speaker or in having a certificate presented after your food drive donation has been made, contact Chris Ringuette ringuette@guministry.org 336.553.2638.