

# Planning Your Food Drive

Food drives are a fun and easy way to support the Utica Food Pantry! By hosting a food drive, you help us continue to provide healthy meals to our neighbors who struggle with hunger.

We hope you find the following ideas and guidance helpful and it triggers your imagination for other creative ideas to raise food to fight hunger in Utica!!

## *Pick A Date*

- The length and time of your drive is up to you. Typically drives last between one day and three weeks.

## *Set A Goal*

- Having a goal in mind will help you organize and help give your group something to work towards. Some things to consider when setting a goal are:
  - How many potential contributors do you have?
  - How much can you reasonably expect to collect from each donor?
- Decide how many pounds you want to collect or how many meals you would like us to provide. An average meal is about 1.2 pounds and every dollar donated helps us to provide for four healthy meals.
- One simple way to do this is to set a goal for each participant and multiply this figure by your total head count.
- If your group or company has a competitive spirit, you may want to provide incentives or rewards for the most pounds collected or meals provided on a per capita basis. An award structure can be a helpful guide before you set your goal.

## *Register your Food Drive*

- Please fill out our drive registration form on our website before starting your event.

## *Make it fun and simple to participant*

- Distribute flyers and/or grocery bags noting a date for pickup.
- Encourage folks to bring their lunch and donate the money they would have spent on lunch to the drive
- Have a Jeans day: For \$1 or \$5, employees can wear jeans for the day
- Incorporate theme days: "It's Peanut Butter Monday" or Tuna Tuesday, Canned Fruit Friday etc. Ask employees to bring that item to work that day.
- Have teams or departments compete against one another

### *Encourage financial gifts*

- For every dollar donated to Utica Food Pantry, we can help provide four meals
- Monetary donations are tax-deductible and can be made in three ways:
  - Checks made payable to Utica Food Pantry, noting your organization's food drive in memo section
  - Cash donations must be accompanied by the donor's name, address and amount donated if an acknowledgment for tax purposes is needed
  - Online donations at **uticanyfoodpantry.org**
- Don't forget about Matching Gifts. Check to see if your company offers them and you can double your impact.

### *Supplies*

- Donation boxes are available from the Utica Food Pantry.

### *Promote your food drive*

- The more you get the word out, the greater the success of your drive
- Organize a kick-off event to build enthusiasm.
- We encourage you to create your own posters or flyers.
- Hand out shopping lists of our most needed items
- Display daily or weekly totals in high-traffic areas or announce totals via email to keep your team engaged and up to date
- Post to your company's Facebook page or Twitter or Instagram accounts

### *At the End of Your Drive*

- We encourage you to deliver your donations to the Utica Food Pantry, whenever is possible.
- If you will need food picked up, please call to schedule a pick up time.
- Share drive results with all participants.
- The Utica Food Pantry will send you a letter listing the total amount of food and funds raised during your event. The letter will serve as a receipt of your donation and can be referenced for tax purposes.

### *Celebrate your success!*

- Host a recognition event
- Take pictures and include in company newsletter or post on organization's website and/or Facebook page
- Be sure to recognize everyone who participated