

FAMILY PATHWAYS

By your side

End of Year Giving Campaign

FamilyPathways.org

FOOD & FUND DRIVE 101

Seven steps for organizing your own healthy food and fund drive

Thank you for working along side Family Pathways to provide a holiday of hope and happiness for 20,000 neighbors in our community.



- 1 Register your food and fund drive**

Registering your drive allows us to make sure we can assist you. Go to FamilyPathways.org and click on the By Your Side campaign image. Family Pathways will help with promotion by sharing it on our website, social media and e-newsletters for those drives that are registered and open to the public.
- 2 Gather a committee and set a goal**

Groups that raise \$1000.00 or more will get a special visit from Family Pathways Staff to collect your food, funds and snap some photos for social media and more!
- 3 Select specific dates and choose a theme**

See the list of Food and Fund Drive Campaign Ideas to help you get started.
- 4 Make it easy & spread the word!**

Use the provided materials to let donors know where and when they can drop off their financial and food donations. Create clearly marked collection and financial contribution containers in high-traffic, easily accessible and visible locations. Consider having more than one drop-off site to make it convenient.
- 5 Set up a virtual Food & Fund Drive**

Set up a virtual drive with a Facebook fundraiser, so those who are not able to visit your drive in-person can still participate! Go to FamilyPathways.org for the *How to Set Up a Virtual Food & Fund Drive Guide*.
- 6 Tell everyone!**

Remember that Family Pathways will help with this if your drive is registered! We can't help if we don't know about it!
- 7 Celebrate your success**

Be sure to tag @FamilyPathwaysNB in any photos shared on Facebook, so we can share them with our followers too!

**Drop off your donations at a Family Pathways Food Shelf near you.
Go to www.familypathways.org to see food shelf locations and hours.**