



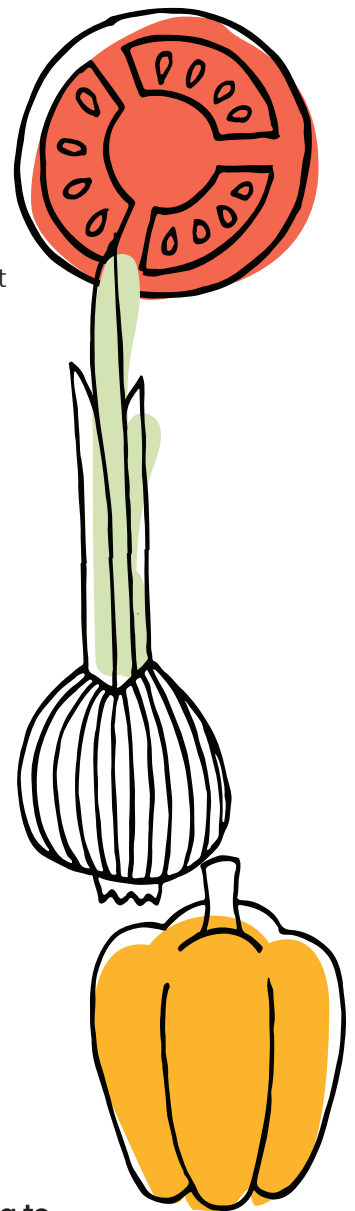
# FOOD & FUND DRIVE 101

## Six steps for organizing your own healthy food drive

Thank you for working along side Family Pathways to improve the health and well-being of 17,000 neighbors in our community.

### To help you get started:

- 1 Register your food drive**  
Registering your food drive allows us to make sure we are ready to assist you. Go to [www.FamilyPathways.org/marchcampaign](http://www.FamilyPathways.org/marchcampaign).
- 2 Gather a committee and set a goal**  
Enlist the help of several dedicated co-workers, volunteers or businesses to help with the collection and to spread the word. Together, set a goal and share it to help build momentum.
- 3 Select specific dates and choose a theme**  
Determine an effective timeframe. Will you collect for one day, one week, one month? Build your drive around a theme to help get people excited. See the list of Food Drive Campaign Ideas to help get your started.
- 4 Make it easy**
  - Consider narrowing your collection to a few items. Maybe your drive relates to the theme you selected such as breakfast foods or taco night.
  - Create clearly marked collection boxes and contribution canisters in high-traffic, easily accessible and visible locations. Consider having more than one drop-off site to make it convenient for those who are dropping off food.
- 5 Tell everyone!**  
Promotion and publicity is key to a successful drive. Spread the work to as many people as possible through email, newsletters, press releases to local news outlets, community flyers; post on website and social media; use signage wherever available.
- 6 Celebrate your success**  
Share the results and recognize staff and donors. Throw a party, post your results, send a thank you, share photos and results with Family Pathways.



Go **BIG** (we won't tell you to go home...) by making a dollar commitment or considering to match all or part of the funds you raise for an even **BIGGER** impact in alleviating hunger in our community.

**Drop off your donations at a Family Pathways Food Shelf near you. Go to [www.familypathways.org](http://www.familypathways.org) to see food shelf locations and hours.**