



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.

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 you 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 to see food shelf locations and hours.**

