

How to Host a SuperFood Drive

Six to Eight Weeks Before the Super Food Drive

1. **Get started.** Establish a small committee to plan and coordinate the food drive. Find individuals who will organize the following areas:
 - Planning
 - Promotion
 - Collection and assembly
 - Volunteer recruitment
 - Event Logistics
2. **Develop a plan for carrying out the food drive.** Establish the date, time, and location for your Super Food Drive.
 - For the April 7th World Health Day SuperFood Drive, collection bins can be dropped off in the evening of April 6th and picked up on the morning of April 8th.
3. **Choose your method of collection.**
 - Either use your own boxes or the local Food Bank can supply you with their collection bins.
4. **Design a flier to advertise the food drive.** Include a list of foods suitable for donation
 - (This could be a contest, with the design selected by the planning committee.) Make copies of it and a sample food list. Distribute this information. Begin to assemble volunteers for the event.
5. **Set Goals**
 - Setting a goal is a great way to encourage teamwork and provide contributors with a sense of accomplishment. Make goals realistic and easy to understand. Use poundage or canned good goals. For example, set a goal to collect 200 lbs of food, or to collect 200 cans.
6. **Contact your local food pantries, food banks and shelters.** Many food pantries have 'high' and 'low' times of year where their food supplies are minimal and need your support!
 - Check to see where your contributions are best suited. Some pantries already organize large-scale food drives, and may be willing to sponsor your local SuperFood Drive complete with advertising materials, incentives, and public relations rewards. This initial contact will also help identify what is most needed in your area, or in selecting a neighborhood.
7. **Make a list of potential donors.** This will include local grocery and food companies, corporations, and service agencies, churches, clubs, schools, organizations etc. that may be able to donate larger sums of donations or food.
 - Do some market research: look for companies that will match your donations; sometimes corporate sponsors are willing to coordinate with you to match a certain amount of food or donations. Describe SuperFood Drive and discuss its benefits to them and the community. These contacts may also help make your food drive more prominent in the local community. Individual donors will be your friends, family, and coworkers and you can draft a list of potentials to pitch to.
8. **Encourage financial contributions**
 - The most successful drives have a financial element. Participants are welcome to donate money in lieu of food. For every dollar donated, Food Banks can purchase enough food for three meals! Each dollar donated will count as 4 lbs. of food. Therefore, a donation of \$10 is counted as 40 lbs of food.

Four Weeks Before

1. **Create an email bulletin.** This will go out to all potential donors, local press, or even just your contacts list to generate interest. If your food drive is taking place at a specific location, include all details here. If it will be an ongoing effort, you will need to make it easy and clear as to where donations are to be taken, and what is acceptable.
2. **Follow up with people.** Give a copy of your flier and food list to your contacts. Confirm their participation. Keep a current list of people, organizations and businesses that are interested in helping with the food drive.
3. **Contact local food banks or other food distribution facilities.** Arrange for them to take the donated, non-perishable foods. Set a tentative delivery date.
4. **Check community, school and church calendars for “open” date(s) for the food drive.** The food drive itself will run over a two-week period, with the last day or two set aside for putting together and delivering the food bags.
5. **Discuss plans for publicity.**
6. **Contact schools, community recreational facilities, churches, grocery stores, etc.,** to see if they will donate space for food collection.

Two Weeks Before

1. **Check with food banks to confirm they still want the food donations.** Make sure delivery date is OK. Get directions to the food banks as well as parking and unloading instructions.
2. **Contact local businesses and civic groups to see if they will help deliver food to food banks.** Get a written commitment.
3. **Have volunteers sign up for the following jobs:**
 - Distribute fliers
 - Bring in donated food
 - Set up major collection site
 - Assemble food bags
 - Load food bags
 - Deliver food bags
 - Help with distribution of food
4. **Distribute food drive flier throughout the community at supermarkets, places of worship, libraries, schools, etc.**

One Week Before

1. **Schedule sessions to explain the food drive and review Super Food concepts to people collecting food.** Develop handouts for volunteers.
2. **Have volunteers sign up for the following jobs:**
 - Distribute fliers
 - Bring in donated food
 - Set up major collection site
 - Assemble food bags
 - Load food bags
 - Deliver food bags
 - Help with distribution of food
3. **Distribute food drive flier throughout the community at supermarkets, places of worship, libraries, schools, etc.**

One Day Before

1. **Remind everyone that the food drive is beginning and that they have (allotted time, may be 2 weeks for competition) to collect food donations.**
2. **Prepare snacks and beverages for youth and adult volunteers.**
3. **Set up registration/information tables at the entrance.**
4. **Set up the food collection area. Include:**
 - a main deposit area for donated food;
 - tables for holding foods separated into food groups;
 - food bag assembly area;
 - holding area for bagged food before it's loaded into delivery vehicles; and
 - tables and chairs where volunteers can relax.
5. **Place empty food bags on assembly table.**
6. **Mark area in front of collection site for “drop off” parking.**
7. **Put up poster or banner outside to advertise the food drive.**

Assembly Day

1. **Welcome the volunteers.**
2. **Review traffic control procedures with the traffic person, so things run smoothly during food drop-off.**
3. **Greet food donators at the entrance and explain that they are to deposit food on the main receiving table.**
4. **Instruct volunteers to separate the food into the food groups and place on the appropriate food group tables.**
5. **Assemble food bags according to suggestions from the food bank.**
6. **Load the food bags and any extra food items into the vehicles for transporting to the food bank. Call the food bank and let them know estimated arrival time.**

Close-Out & Aftermath

1. **Ask volunteers to help clean up refreshment, collecting and loading areas.**
2. **Close the activity by thanking all the volunteers.**
3. **Be sure to send appropriate thank you to key individuals and organizations who supported the event.**
4. **Publicize the amount of food your raised and the number of meals you provided. Post the information on a bulletin board.**

Thank you for helping to Give the Gift of Health!