



Fighting Hunger. Feeding Hope.

TIPS FOR SPONSORING A SUCCESSFUL FOOD DRIVE

Thank you for sponsoring a food drive to benefit America's Second Harvest of the Big Bend (ASHBB)! Sponsoring a food drive is an easy, fun way to support ASHBB's mission to feed the hungry in the Big Bend through our network of partner agencies, and to educate and engage the community in the fight against hunger.

A food drive can be sponsored by groups (employees, civic or faith-based groups, athletes, students, and others) or individuals. Anyone can help collect food and grocery items for the food bank.

1. To get started, decide

- Who
 - Who and how many individuals will help you collect?
- What
 - What kinds of food and grocery items will you collect?
 - Will your drive collect specific items (breakfast items, high protein items, fruits and vegetables) or any and all food and grocery items?
 - ❖ Review our wish list on our website
 - What is your goal?
 - ❖ Successful food drives are based on a set goal, which encourages participants to meet or exceed the goal. Remember 1 can is equal to approximately 1 pound of food.
 - ❖ On average, 1 person will donate 5 pounds of food. Multiply the number of expected participants by 5 to set a goal.
 - ❖ Keep in mind, approximately 1.3 pounds of food is equivalent to 1 meal. Estimate the number of meals you plan to donate by multiplying your poundage goal by 1.3 meals.
- When
 - On what dates will you collect?
 - One week? One month? At a specific event (birthday party, football game)?
 - ❖ Most successful company food drives are held for 1-4 weeks.

- ❖ If you “charge” a food donation in lieu of an event admission fee, remember to tell attendees in advance how many food items to bring. Be sure to have a monetary donation jar at the event for attendees who may forget to bring a food donation.
- How
 - How will you let people know about your drive?
 - What containers will you use to collect donations?
 - ❖ ASHBB may have food collection barrels that we can make available to you.
 - ❖ Medium-sized, copy-paper boxes (18” * 12” * 10”) are the perfect size. Please limit the weight of each box to 40 pounds -- if you can’t lift it, we can’t lift it!
 - Will you deliver donations to ASHBB?

2. Notify ASHBB of your food drive

- a. Visit our [website](#) to complete and submit a Food Drive Registration Form.
- b. Or call us at (850) 562-3033 or email us at food@fightinghunger.org to discuss your drive.

3. Notify others of your drive

- Send emails to friends, family, colleagues, neighbors, etc.
- Update Facebook, Twitter, blogs, etc.
- Post or send out posters, fliers, etc.
- Download the ASHBB Wish List and Food Drive Collection Sign from our website.

4. During the drive

- Encourage creativity and competition.
- Send updates to donors (i.e. remind them of the end date, inform them of progress).
- Say thank you!

5. Completing the drive

- Deliver donations to ASHBB, or prepare donations for pick-up.
 - ❖ *Note: ASHBB drivers are on the road delivering food to our hungry neighbors. Therefore, we strongly encourage food drive sponsors to deliver food donations to our warehouse. Thank you for helping us save gas and resources.*
 - ❖ Map to ASHBB
 - ❖ Driving directions
- Inform donors of the total number of pounds of food and grocery items donated.
- Send thank you cards or emails to donors.
- Start planning your next drive ...

For additional information and ideas, please contact:

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