

Tips to Organize a Successful Food Drive

Organizing a food drive is fun but can take a lot of work.
Below are some steps to help make your food drive a success.

Macomb Community Action Food Program

Pick Your Dates

Be sure to do your research and pick dates that are most accommodating for your audience and those helping with the project.

Recruit Your Team

Get others involved to build excitement and encourage competition. Be sure to include management/leadership!

Set Your Goal

It is very important to set a goal of how much food and funds your organization will collect. This will give people something to strive toward and will allow you to gauge your progress during the drive. We recommend setting a minimum goal of 5 pounds or \$5 per person.

Get Specific

Ask participants to focus on collecting just one type of food. This makes it easy for participants to remember, gives you an eye-catching display (ex: a wall of cereal boxes is an impressive sight!), and supplies us with the items we use the most. High demand items are *cereal, peanut butter, canned tuna, canned soups/stews and macaroni & cheese*.

Another idea is to pass out bags and ask that participants return them filled with healthy snacks for kids!

Have an Incentive for Reaching the Goal

If your organization reaches the goal you've set, issue a reward like a free lunch, casual Friday, or have management agree to perform a silly act. You could also enter participants into a drawing for prizes.

Track Your Progress

Find a fun way to keep track of your progress. Make a barometer poster to display. Make daily progress announcements or send regular e-mails to let everyone know how close you are to your goal.

Friendly Reminders

Frequently remind people, keeping them engaged in the drive's purpose and informed of its progress. Ask friends and neighboring businesses to help as well. Send e-mails, tweets, and post to your website and social media pages.

Offer Suggestions for Items to Donate

Below are some suggestions of nutritious canned and dry goods that The Macomb Food Program uses the most. No opened containers, homemade food or expired products, please. Avoid items in glass as they often break in transit.

Tuna Fish
Canned Meat
Beef Stew
Meat Soups, Hearty Soups
Canned Spaghetti or Pasta
Dry or Canned Beans (kidney, pinto, green, yellow, refried or black beans)
Canned Fruit
Rice Noodles, Macaroni
Powdered Milk
Pancake or Baking Mixes
Cereal/Oatmeal (including single service sizes)
Granola / Protein Bars
Peanut Butter (in plastic jars)
Jelly (in plastic jars)