

Creative Themes and Ideas for a Food Drive

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

Macomb Community Action Food Program

Develop or Adopt a Theme or Slogan

Perhaps you want to use a general theme (Drive Out Hunger) or generate your own theme that ties in with your organization. Another possibility is to focus your food drive around a local or national event or holiday. Some examples are Super Bowl Madness (February), Hunger Awareness Day (June), or sponsoring a Hunger Walk at the same time as your food drive.

Dollar or Penny Drive

Hold a dollar or penny drive to collect funds for the food program. Consider asking participants to bring their lunch and donate what they would have spent.

In Memory or Honor

Hold your drive in memory or in honor of someone great. Commemorating someone by doing a good deed in their name is a wonderful gift to both the honoree and the community.

Decorate Your Collection Boxes

Decorating your boxes will help to attract attention. Print flyers for your boxes or add some color. One organization decorated their box with a sign that read: *"Campbell's Soup; \$0.50, Cheerios: \$2.59, Feeding the Hungry: Priceless!"*

Back-to-School Drive

There is nothing like sticky, gooey peanut butter combined with the sugary smoothness of grape jelly. If you close your eyes you can almost pretend you are still a carefree elementary school kid. Almost. In September, kids across the country are gearing up to go back to school. September also happens to be Hunger Action Month. This is the perfect time to host a back-to-school drive in which you only collect peanut butter and jelly. Added bonus: peanut butter is one of the most requested items in food banks.

Holiday Themes

Taking advantage of the season at hand is always a good idea to get people in the giving mood. Some underutilized holiday ideas include - Christmas in July, Feed Our Veterans (Veterans Day), Easter Baskets/Meals for the Homeless, Kwanza Harvest, Kosher Food Drive, and Halloween "Spooktacular" baskets.

Car Wash for Hunger

Set a minimum amount of goods a person can bring and get a free car wash from the food drive volunteers.

Sports Themed

Host a watch party or tailgate of a big game and have participants bring canned goods as a part of admission. Also works well with season openers for many sports.