

# Tips to Help Promote Your Food Drive

Organizing a food drive is fun but can take a lot of work. When it's time to promote your food drive, you also have the opportunity to educate people about hunger in the community.

Below are some steps to help with the promotion of your food drive.

## *Macomb Community Action Food Program*

### Get the Word Out

Spread the word within your organization, to other local businesses, schools, churches and social organizations to expand the involvement. Consider contacting the local media as well, such as your city newspaper and patch.com site. Things to include in your media outreach are dates and location of the drive, who is involved, your goal, and your motivation behind the collection.

### Hold a Kick-Off Rally

Start the food fight right – hold a Kick-Off Rally to get employees excited! Inform every one of your goal, explain the need for emergency food, offer incentives for participation and play games. How about relay races with grocery bags or building castles with food cans?

### Increase Hunger Awareness to Build Interest

A food drive is a great way to educate others about the problem of hunger and its impact on our community. Find clever ways to build awareness about hunger.

### Social Media

Share your experience with your Food Drive Coordinator and share your pictures with us!

### Volunteer!

The MCA Food program relies on the support of volunteers to help us feed the hungry in Macomb. Call us to volunteer at (586) 469-6004.

### Create Incentives

Have each department or division set their own goal for the amount of food they will collect. Tally their commitments to calculate your overall goal. You'll have a more accurate

goal and the members of each group will feel more accountable for meeting their goal. Encourage challenges between groups to increase the total.

## Inquire About a Corporate Match

Challenge your company to match employee food donations with a corporate food or monetary donation. For example, your organization could match the employee donation dollar per pound or dollar per dollar.

## Piggy Back

Add the food collection to another planned event, like a meeting or gathering. Offer free admission to a sporting event or concert with a donation of cans. Be sure to publicize the drive before the event so people know you will be collecting.

## Create Friendly Competition

A little friendly competition can be a big incentive for collecting more food. Hold a contest between departments (accounting vs. marketing), locations (4th floor vs. 3rd floor), or groups (men vs. women). You could even challenge another business to get in on the competition. The “loser” could have to suffer a consequence, such as having to provide lunch or car washes for the winners.

## Expand Your Horizons

Consider collecting from neighborhoods near you. Make flyers and distribute them to the households and businesses in your area to encourage their participation. Encourage friends and family to get involved. Ask business partners or neighboring businesses to help you reach your goal. The more participation, the better!

## Remind and Excite Participants

Whether your food drive is 4 days or 14 days, you’ll need to keep the momentum going. Update your peers on the drive’s progress through posters, announcements, e-mails, texts or tweets. Track your progress visibly by posting a barometer or chart to show movement towards your goal. Encourage participants to involve others, asking colleagues, neighbors and family members to donate. Celebrate Your Success!