



Food Drive 101

Many people in our community are experiencing hunger, or are just one paycheck away from it. Hunger might well be affecting family members, neighbors, co-workers or friends, and we may not be aware of it. The need for food at the Grand Rapids Food Shelf is extremely high as we aid over 900 families every month. Conducting food or fund drives are a great way for your congregation, school, community group, business, or neighborhood to get involved in our mission to end hunger. When you have a plan in place for your food or fund drive, contact Second Harvest North Central Food Bank to let us know of your community food or fund drive. We can give you guidance, help promote it, and provide a list of items currently in high demand.

Step 1: Organize a committee of volunteers. Get several members of your organization, community or school to help with the collection and in spreading the word about your food drive. Set a goal for the food drive and let everyone know about it! Then provide continual motivation to meet the goal.

Step 2: Make containers for collecting the food donations. Announce designated areas for people to drop off the donated goods.

Step 3: Ask everyone involved to advertise the food drive to family, friends, neighbors and co-workers. Some ideas to promote your food drive are: website, flyers, social networking, e-mail, paycheck stuffers, newsletters, word of mouth, and door hangers. Let everyone know the food collection will be donated to the Grand Rapids Food Shelf to serve those in need.

Step 4: If you are doing a neighborhood food drive, consider placing empty grocery bags on neighbors' doors with an enclosed flyer to explain your food drive. Make sure the flyer indicates the date of your return to collect their bag of donations. It is a good idea to give neighbors at least a couple of days to fill their bag.

Step 5: Celebrate your success! Reward volunteers and/or donors with a light meal or refreshments. Take photos of the event in progress and write a summary of your efforts. Send your photos to our Development and Marketing Manager, Trisha Zimmerman via e-mail trisha@secondharvestncfb.com or call ahead of time 218.326.4420 ext. 24 and Trisha will try to document your event in person. We love to include photos in our newsletters, social media and on our website.

Step 6: Contact Second Harvest to arrange a drop off time/date for the food donations. Call Ellen 218.326.4420 ext. 25.