

# HOW TO RUN A FOOD DRIVE!

Thank you for supporting the Jewish Family Service Polack Food Bank by organizing a food drive! Below are some helpful tips for making your drive a success.

## SET MEASURABLE GOALS

Identify a target amount of each item you hope to collect. This will help you identify whether you are on track!

## DECIDE HOW YOU WANT TO COLLECT FOOD

Do you want people to bring items to your home? Do you want to set up days to go and pick up donations from others? Identify what works best for your community and what option people feel safest with.

## GET THE WORD OUT

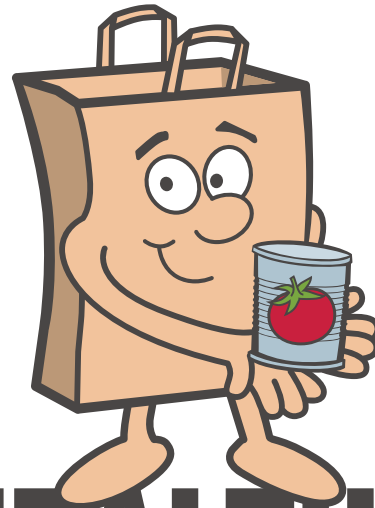
Make sure people know you're collecting food! Reach out to your friends and family members and consider posting on social media (including any neighborhood groups like Buy Nothing, NextDoor or Mutual Aid Facebook pages). Identify community groups you are a part of that may be able to help (ex: religious and cultural organizations, schools, co-workers). Make sure you're specific about the items you are collecting and when you need them by.

## DELEGATE THE WORK

Who in your network might be able to help you spread the word? Who could potentially offer an additional drop-off point or volunteer to make pick-ups? Are there a few people who can help you on your drop-off day? Think about your network!

## GET CREATIVE!

Use your creativity to engage as many people as possible! Drive-by parties have gained popularity during COVID-19, and this approach could work well



# HEALTHY FOOD FOR A HEALTHY COMMUNITY

for a drive, too. If you're hosting an event alongside your drive, (like a birthday, anniversary, or b'nai mitzvah), consider asking people to bring some donations along! Or, host a special drive-by drop-off with music and snacks. Create sidewalk or window art letting your neighbors know when, where and what they can donate. JFS has a special window art color page featuring the Food Drive's official mascot, Baggie! You can download it from the JFS website or email [volunteer@jfsseattle.org](mailto:volunteer@jfsseattle.org) to get a copy.

## THANK YOUR DONORS

After you've completed your drive, consider sharing the total amount raised with your network and thanking them for their contributions. They'll likely be interested to know the results!

