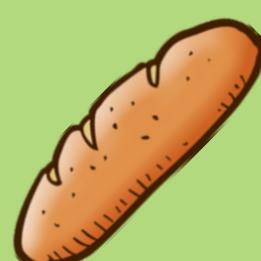


FOOD DRIVE PLANNING GUIDE

TIPS AND TRICKS FOR ORGANIZING A SUCCESSFUL AND HEALTHY FOOD DRIVE

Organizing a food drive is easy to do with the right planning! The Clinton County Health Department's (CCHD) "Donating to Better Health" campaign has created this tool to help you plan, promote and start your healthy food drive.



CALL YOUR LOCAL FOOD PANTRY



Before you start planning your food drive, call the food pantry you wish to donate to and familiarize yourself with their storage abilities and needs. Most local food pantries have the ability to store fresh and frozen products. Also, be sure to let participants know expired foods cannot be accepted. The two largest pantries in our community are the JCEO (518-561-6310) and the Plattsburgh Interfaith Food Shelf (518-562-3663).

CHOOSE THE DATES



The majority of food drives are held during the holiday season. Consider hosting a food drive during the spring or summer months. As always, the food pantries are extremely grateful to receive donations any time of the year. Set clear start and end dates so all participants know when to bring in donations.

ASSEMBLE A TEAM



If you're part of an organization such as a business, school, club, or place of worship, your team is already assembled! If not, you'll need to recruit helpers from friends, family or local volunteer groups. Choose a team leader that can answer questions and keep the group on track.

DETERMINE A COLLECTION POINT



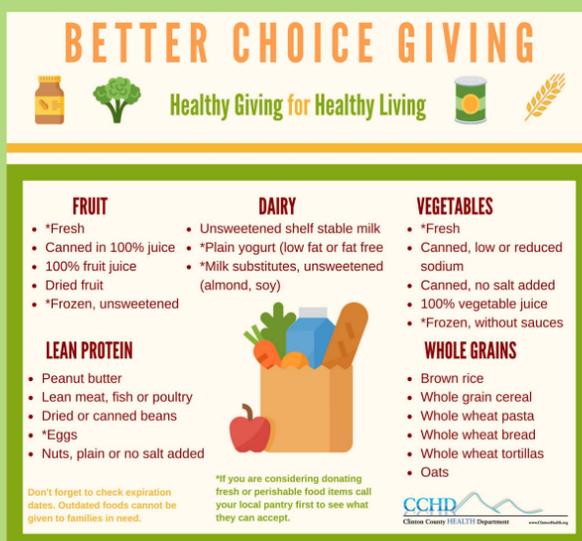
Decide where you want to place the collection box. Select a popular, highly visible and accessible spot so as many people as possible notice the food drive as it's happening.

SET A GOAL

Motivate the team by setting an ambitious, but attainable goal. It will give participants a sense of purpose and also create excitement. Try dividing the group into teams and offer prizes to the teams who meet their goal. Strive for 2/3 of donations to be healthy.

PROMOTE, PROMOTE, PROMOTE!

It's important to get the word out about your food drive. Send emails, create posters, use social media or newsletters. Best yet, use CCHD's "Donating to Better Health" donation flyers. Templates included in this kit outline the healthiest foods to donate. To learn more, give us a call today at 518-565-4993.



Sample of CCHD's healthy donation flyer

WRAPPING UP THE FOOD DRIVE

In advance, determine who from your team will be able to help transport food to the pantry and when you will make the delivery. Some food pantries have the ability to pick up food. Call the food pantry ahead of time and schedule a drop-off time or see if they are able to pick-up the food items.

SHARE YOUR SUCCESS

Share your results with those who participated and, most importantly, be sure to thank them. If it was a success, consider involving the media to get some well-deserved recognition.

Don't forget to set a date for the next food drive. Consider making it an annual event!



CONTACT

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