

# HOW TO HOLD A FOOD DRIVE

FOR YOUR LOCAL TRUSSELL  
TRUST FOOD BANK

2022

# TOP TIPS FOR A SUCCESSFUL FOOD DRIVE

Thank you so much for supporting your local food bank by holding a food drive event. Your help and support will mean the food bank can continue to support the members of your community who may be facing hardship and hunger today.

Below you can find some top tips on how to make sure your collection is a success.



## PLAN AHEAD:

1. Find your local food bank and their contact details [here](#)
2. Reach out to let them know you would like to run a food drive for them, and ask if they have
  - a) Certain hours and locations to drop of donations
  - b) Specific items they are running low on
  - c) Any artwork/ leaflets to help with your food drive

## PROMOTE AND RUN YOUR EVENT:

Now you have spoken to the food bank, it is time to run and promote your event. Some tips on this can be found below:

1. Place your collection boxes in heavily trafficked, highly visible areas. If you are doing a cake sale or other in-house fundraising event, think about where people congregate during break times.
2. Send out e-mails, memos and newsletters to publicise your collection or event. Consider using social media and company or shared calendars as well.
3. Send our frequent notifications about your progress.
4. Passive food drives don't work - seek to actively engage colleagues and friends to make your collection/event more successful.
5. Ask the food bank if they can provide you with any stories or statistics to advertise the work they do and the benefit the collection will have.
6. Make sure you take lots of photos of your success!

## CELEBRATE YOUR SUCCESS

Once the collection is over, you should look to celebrate its success!

1. Please organise with the food bank to get the food to them. You can ask the Project Manager to tell you the total weight of the food donated.
2. Don't forget to thank those who participated. This can be done via your social media accounts or through display materials in your office.
3. Inform everyone how much you collected and ask the food bank to see if they can calculate how many meals this equates to.
4. Evaluate your collection or event and start planning for the next one!