



Hallie Q. Brown Community Center, Inc.

ADMINISTRATOR OF THE MARTIN LUTHER KING CENTER



*The
Lighthouse
of the
Community™*

How to Organize a Food Drive

Food drives are an essential component to Hallie Q. Brown's Food Shelf services. Organizing a drive helps supply our Food Shelf with products that may not be available for purchase from local food banks, and helps ensure community members receive the food they need each month. Please consider these helpful hints when you are planning a food drive.

- **Utilize our resources!** We've created a "Food Drive in a Box" kit that you can pick up at our offices or download from our website. It includes posters, promotional information and – if you choose to pick it up in person – a container for your drive. Download the "Drive in a Box" kit at hallieqbrown.org or request info at 651-224-4601.
- **Make it fun!** Fun activities and promotions will encourage others to join in. Consider staging a competition between departments or creating a special day – like a toothbrush day – where each person who brings in the item is entered in a drawing.
- **Set goals** for your teams. It can be items, pounds, types of foods, etc. Track progress toward your goal with a large poster or weekly email.
- **Set dates** for the start and end of your drive. Your effort can be a week long, a month long, or anywhere in between.
- Identify the **destination container** you are going to use as your collection bin (we are happy to supply this if needed). We recommend clear, plastic tubs, though most any container will work. Label the container(s) and consider emptying them if they become overly full in the middle of the drive.
- **Recruit volunteers** to help you with planning, implementing and follow up, such as transporting the food drive items. Please contact our Development & External Affairs Manager, Dawn L. Selle, if you need assistance along the way: dselle@hallieqbrown.org.
- Don't forget to **publicize your event**. The more communication about your food drive, the better your results! Place promotional posters where they're highly visible. Make announcements via email or intercom with progress updates and facts about hunger in MN.
- **Invite participants to learn more** about Hallie Q. Brown Community Center by attending HungerCon – our fun, family-friendly event on Saturday, April 7 that will close out the 2018 March Campaign.

Questions? Contact: Dawn L. Selle, dselle@hallieqbrown.org 651-224-4603

