

TIPS FOR RUNNING A SUCCESSFUL FOOD DRIVE

Running a food drive is easy! Here are some ideas to get students involved and help make your food drive a success:

- **Have a friendly competition among students.**
 - Involve the entire school by doing a grade or class-level competition and create a leaderboard showing the amount of food each class collected.
 - Have a district-wide competition with other participating schools.
- **Create a pounds thermometer to set and track milestones.**
- **Post updates in public areas and make weekly announcements** to let the class know how close you are to reaching your goal.
- **Offer a prize for the top food collector in your class or school** and remind your students that the top school in each borough will receive a prize!
- **Publicize the drive.**
 - Make announcements in assemblies, over the PA and in communications to parents.
 - Hang the posters included in your toolkit around your school and use them to decorate your collection bins. Download additional posters at cityharvest.org/dailynews.
 - Encourage age-appropriate students to post about the drive on their social media page(s) using #DailyNewsFoodDrive.
- **Run “day of the week” drives** based on our most-needed items, such as: *Mac & Cheese Monday*, *Tuna Fish Tuesday* or *Canned Fruit Friday*.
 - Most needed items include: canned fruit, canned vegetables, canned proteins (i.e. tuna or beans), peanut butter (plastic jars), macaroni and cheese (packaged), and hot and cold cereal (packaged, family-size).

Interested in donating funds? Every \$1 donated helps City Harvest rescue four pounds of good food. Learn more about the *Daily News Virtual Food Drive* at cityharvest.org/dailynewsvfd.

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