DAILY NEWS FOOD DRIVE

TIPS FOR RUNNING A SUCCESSFUL FOOD DRIVE

Running a food drive is easy! Get people at your company involved by using creative ways to make collecting food fun. Here are some ideas to help make your food drive a success:

- **Have a friendly competition among departments.** Involve the entire company/organization and have a department-based competition. Award prizes to the top food-raising department.
- **Create a goal thermometer to set and track milestones.**
- **Post updates in public areas and make weekly announcements to let everyone know how you're doing and what is needed to reach your goal.**
- **Motivate colleagues by offering a prize for the top collector in your company or department.**
- **Publicize the drive.** Make announcements through email or the company intranet. Hang the posters included in your toolkit in high-traffic areas around your office and use them to decorate your collection bins. Downloadable posters are also available at **cityharvest.org/dailynews**. Post on your company's social media page(s) to get the word out about your drive, using #WeAreCityHarvest.
- **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), hot and cold cereal (packaged, family-size), soups, and juice packs.

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