



# DAILY NEWS FOOD DRIVE

## HOW TO: RUN AN ONLINE FOOD DRIVE

For 38 years, City Harvest and the *Daily News* have partnered to host the city's largest food drive, taking place this year from **Tuesday, October 20, 2020 through Friday, January 22, 2021**. Running an online food drive helps City Harvest keep shelves stocked at hundreds of soup kitchens, food pantries and other community food programs across the city, providing good food for families in need. And this year, the need for emergency food is at an all-time high as New Yorkers across the five boroughs continue to contend with the economic fallout of the COVID-19 crisis.

With social distancing guidelines still in place, we are providing an alternative to in-person food drives through our partner platform, #GiveHealthy. If this is the best option for your food drive, please follow the instructions below.

### Setting up your online food drive:

- 1) [Start your online food drive through #GiveHealthy](#), which provides users the opportunity to order fresh produce as well as non-perishables to be delivered directly to the City Harvest warehouse.
- 2) Share the customized link for your food drive page with your network via email, social media, or newsletters. Participants will be able to select food items to purchase directly through your page.
- 3) Send periodic updates on progress and reminders to donate: we recommend one kick off message, one mid-way through the drive, and one when you're in the final stretch.
- 4) After your drive has ended, you will receive a tax acknowledgment from the food drive platform and a food drive certificate of participation from City Harvest.

For any questions, please feel free to call us at 646.277.7800 or email [fooddrives@cityharvest.org](mailto:fooddrives@cityharvest.org) for help setting up your online food drive.

