



## Run a Food Drive and Help Feed New Yorkers in Need

Millions of New Yorkers struggle to put meals on their tables. This year, City Harvest will rescue and deliver 144 million pounds of nutritious food for New Yorkers in need. With many organizations and schools operating remotely, we are providing an alternative to in-person food drives through our partner platform #GiveHealthy, which allows users to order fresh produce as well as non-perishables online to be delivered directly to the City Harvest warehouse.

### HOW TO: RUN AN ONLINE FOOD DRIVE

1. **Select dates to begin and end your food drive.** We recommend running a drive for at least 2 weeks.
2. **Submit information about your food drive to #GiveHealthy [via this form](#).** You will hear from a #GiveHealthy representative within 1-3 business days, and receive a customized link to your food drive page.
3. **Get the word out.** Share the customized link for your food drive page with your participants through email, social media, or newsletters. Participants will be able to select food items to purchase directly through your page.
4. **Send reminders.** 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.

After your drive has ended, you will receive a tax acknowledgment from #GiveHealthy 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.



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