CITY HARVEST
RESCUING FOOD FOR NYC

DAILY NEWS FOOD DRIVE

TIPS FOR RUNNING A SUCCESSFUL FOOD DRIVE

Running a food drive is easy! Get students involved by using creative ways to make collecting food fun.

Through our *Kids Can Help Competition*, the school in each borough that runs a drive and collects the most food will win a prize from our partners at Macmillan Publishing!

Here are some ideas to 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 collected for each class. Have a district-wide competition with other participating schools in your district.
- **Create a classroom goal thermometer to set and track milestones.**
- **Post updates in public areas and make weekly announcements to let the class know how they're doing and what is needed to reach their goals.**
- **Motivate the kids by offering a prize for the top collector in your class or school and remind your students that the top school in each borough also receives 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. Downloadable posters are also available at **cityharvest.org/dailynews.** Encourage age-appropriate students to post about the drive on their social media page(s) 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.