

How to Run a Food Drive 101

Thank you so much for considering running a food drive for Mission Services! We greatly appreciate your help! Without it, we would not be able to assist the 700 families (which include 1000 children) that come looking for emergency food assistance each month. Please see below for some basic guidelines, and let us know if you have any further questions. Thank you!

1. Be Specific

- People tend to respond more effectively if a specific timeline is given
- Although any food item is greatly appreciated, the following are our top 5 needs:
 1. Canned Fruit
 2. Pasta / Kraft Dinner
 3. Canned Tomatoes / Pasta Sauce
 4. Beans
 5. Canned Veggies



2. Have Fun!

- People are more likely to become involved if they are having fun – rewards such as being able to dress down at work, or a pizza party for youth are always effective – departments or classes can also compete against each other for improved results
- Themes can also enhance a food drive – i.e. Macaroni Mondays, planting a “garden” of canned veggies in the lobby, etc.
- Reduce the cost of admission to events if people bring in several items

3. Effective Promotion

- Repeated publicity through signs, emails, and announcements grab people’s attention
- A realistic, but challenging goal motives people to give more



4. Easy Collection

- Donation drop-off locations that are convenient and highly visible, promote giving
- Monetary donations are also very helpful, and allow us to purchase food – cheques are the easiest to handle & have all the necessary information for the issuing of tax receipts – cheques can be made out to “Mission Services,” and a note in the memo line can designate funds to the food bank
- If possible, it is very helpful if your collection can be dropped off to the Food Bank at 50 Murray St W (northeast of Barton & Bay) during business hours. However, if this is not possible, we are more than willing to pick up your food drive

Thank you so much for your interest in running a food drive! Please contact us if you have any questions, or need any further assistance at 905-528-4212 x116. Your food drive will make a world of difference for the 2000 individuals that Mission Services assists each month!

MISSION
Services