



Help for Today... Hope for Tomorrow

Food Drive Information Kit

HOST A SUCCESSFUL FOOD DRIVE

Hosting a food drive to support the food pantry at The Hope Center is a fun and tangible way to help reduce food insecurity in Hagerstown and surrounding communities. The food pantry supports the meal ministries, as well as the food bags given to area families.

CURRENT MONTHLY FOOD DISTRIBUTION

Per month, we currently average 4,226 meals and give away 63 food bags. All meals and food bags are given free to those in need.

STEPS TO HOST A FOOD DRIVE

1) ASSIGN A FOOD DRIVE LIAISON

It is critical to have a person champion the food drive and serve as a liaison between your organization and The Hope Center. This person will coordinate the food drive activities and communicate any needs or concerns with The Hope Center. The liaison may want to organize a committee to help with the food drive if your organization is large.

2) DETERMINE THE LENGTH OF THE FOOD DRIVE

Not including time for planning, the food drive needs to have a clear beginning and end. We recommend that the food drive last for 30 days, but depending on the size of your organization, that timeframe may be extended to 60 days.

3) SET A GOAL

People love to achieve a goal, so set a lofty goal for your food drive. You can set your goal in food item numbers or pounds. Consider goals like 300 in 30 (100 **food items** in 30 days) or 500 in 30 (500 **pounds** in 30 days, considering each of our food bags weighs about 20 pounds). Or come up with a goal that specifically fits your organization.

4) DECIDE COLLECTION LOCATIONS

You may have a single collection bin, or if your organization is large, you may want to have several bins at various locations. Place signage near the collection point(s) to make it easy for people to identify where to bring items.

5) PROMOTE YOUR FOOD DRIVE

Promoting your food drive is the key to success. Consider every communication medium available through your organization. We recommend emails to your employees and supporters, newsletters, posters, inserts in church bulletins, announcements at meetings and Sunday services, and putting out the collection bins early. Promote early and often on social media and tag The Hope Center in your posts (see below). Throughout the food drive, communicate updates and progress toward your goal.

6) SHARE YOUR SUCCESS

When your food drive is finished, coordinate with the Communications Director at The Hope Center to deliver your items. We will take photos and celebrate with you on our social media. Thank everyone in your organization who gave to the food drive and post your success on your social media and in your emails/newsletters.

Congratulations! You have given *Help for Today... Hope for Tomorrow.*

The Hope Center Social Media Tags:

Facebook- HopeCenterHagerstown

Twitter- HopeCenterHtown

Instagram- HopeCenterHagerstown

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