

Make A Difference Day Food Drive Tips

Oct. 1-22, 2011

- Designate a coordinator to lead the drive and report totals.
- Raise awareness of the problem of hunger. When people understand the importance of food drives, they are more motivated to contribute.
- Provide information and promote the drive via e-mails, newsletters and other publications.
- Set a goal.
- Suggest donations of canned goods and nonperishable items such as stew, chili, soups, pasta, rice, dried beans, peanut butter, jelly, crackers, vegetables, fruits, tuna, pasta sauces, pancake mix, cereals, oatmeal, crackers, powdered milk, juices, etc.
- Display posters in high-traffic areas. A sample is available online at <http://chfs.ky.gov/dfrcvs/kccvs/madd/>.
- Establish collection sites with labeled containers in common areas accessible to participants for food drop off. Attach a label to your collection bins. A sample is available online at <http://chfs.ky.gov/dfrcvs/kccvs/madd/>.
- Transfer collected food from collection containers to a designated storage area on a regular basis. If bins look full all the time, people will be less likely to donate because they assume that enough food has been collected already.
- Determine where in your community to donate the collected food on Oct. 22 or the following Monday, Oct. 24. Donated food goes to help those in need locally.
- Consider accepting monetary donations and designating a person or persons to shop on behalf of a group or office.
- Take advantage of bulk shopping to stretch your food dollars. Shop at warehouse clubs or ask your local grocer for discount pricing on cases of food.

- Consider displaying all the food collected/purchased by your group in a central location and hold a “viewing party” at the end so that everyone can see the results of their collective generosity. Take a picture to document your efforts and send it to KCCVS at shannon.ramsey@ky.gov!
- Keep count of the food donated by pounds or ounces. Reporting your total ounces collected to shannon.ramsey@ky.gov earns your group a Governor’s certificate.
- Deliver donated food items to a food bank or agency in the area where it was collected.
- Follow up with employees by letting them know how much food was collected. Remind staff they can help their local food banks any time of the year and give contact information.
- Report final cumulative totals from your group to the Kentucky Commission on Community Volunteerism and Service at (800) 239-7404 or shannon.ramsey@ky.gov.