



SECOND HARVEST
of SILICON VALLEY

Food Drive Checklist

Ready...

- Appoint a drive committee to handle the logistics of the drive.
- Decide who will serve as the team leader and point of contact with Second Harvest.
- Decide if you will raise funds, food or both.
- Set a goal.
- Set a start and end date for your drive.
- Decide where you will place your food drive barrels.
- Consider developing a theme. Drives with a theme or centered around an activity can feel more focused.
- If you plan to have a kickoff or other event during your drive, request a speaker from Second Harvest.

Set...

- Start planning your promotional campaign. How will you get the word out?
- Send emails, memos, phone messages or newsletters to publicize your drive.
- Use social media, blogging or a community calendar. If employees don't have email access, use pay stub inserts.
- If you're having a kickoff event, make sure all the necessary arrangements are in place (room reservation, invitation to the event and informational materials ordered).

Go...

- Place your collection barrels in heavily trafficked, highly visible areas.
- Send out frequent notifications about your progress towards your goal.
- Consider including a "food bank quick fact" to help highlight the need for donations.
- If competing, send out frequent notifications about the progress of each team.

Wrapping Up...

- Contact Second Harvest to confirm your barrel pickup.
- Share your success and thank those who participated.
- Evaluate your drive. What went well? What could have been improved?
- Set a date for your next drive!
- Take a minute to pat yourself on the back and remind yourself that all your hard work has made a huge difference for our neighbors struggling with hunger.