



**SECOND HARVEST**  
of SILICON VALLEY

# Food Drive Checklist

## Ready...

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- 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.
- Set a goal.
- Set a start and end date for your drive.
- 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.
- Enroll online for your virtual food drive.

## Set...

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- 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. For students, include a memo in their weekly envelope.
- If you're having a virtual kickoff event, make sure all the necessary arrangements are in place.

## Go...

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- Send out frequent notifications about your progress toward 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...

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- 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.