



## AUBURN INTERFAITH FOOD CLOSET, Inc.

1788 Auburn Ravine Road  
Phone: (530) 885-1921  
Web: [www.auburnfoodcloset.org](http://www.auburnfoodcloset.org)  
Mail: P. O. Box 132, Auburn, CA  
95604

### AUBURN INTERFAITH FOOD CLOSET PRESENTS

#### HOW TO DO A FOOD DRIVE IN 5 EASY STEPS

*Auburn Interfaith Food Closet (AIFC) relies on the support of our community to source, collect and provide nutritious food to individuals and families who need a helping hand. We are always mindful of our stated mission to provide nutritious food to those in need while preserving their dignity and encouraging self-reliance. AIFC relies on food and monetary donations to support this effort and we are grateful for your interest in holding a food drive to help us achieve our goals.*

*Sponsoring a food drive can be easy, fun, and rewarding. Here's how:*

#### STEP 1:

- **Decide on the Venue.** The type of food drive you want to do is the first step when planning an event. With advance notice, AIFC can usually provide barrels or crates to collect the food and electronic flyers for your use in publicizing the event. Flyers can be printed for handout purposes, posted on electronic bulletin boards or distributed via social media platforms. You can think about the following ideas or produce one yourself:
  - **Faith-based organizations.** Once you have received permission to conduct a food drive, you can place a barrel or other food collection items (crates, boxes, bags, etc.) in a designated area such as at the entry way so it is handy and convenient for attendees to use to deposit their food donations.
  - **Your school.** You will need approval from the school administration. Once approval is granted, you will want to provide food collection receptacles to collect the food. This is a terrific way for students to give back and tap into their leadership skills.
  - **Community outreach and events.** Ball games, fairs, dances, club meetings, Boys and Girls clubs, Boy Scouts, Girl Scouts and Cub Scouts, 4H, Lions Club, Elks Club, motorcycle clubs, Auburn Cruise Night. A donation of canned goods can serve as the entrance fee to an event or a monthly meeting.
  - **Neighborhood/Community.** Create a family event in your neighborhood to collect food items. This works best when volunteers deliver paper grocery bags to each home on the weekend before your food drive; filled bags are left at the curb for pick up the following weekend.
  - **Local farmers and growers.** Enlist the participation of our local farmers and growers to donate fresh fruits and vegetables to the Food Closet.
  - **Great Reasons to hold a Food Drive.**
    - You are:
      - Helping to feed hungry families,
      - Supporting the Auburn Interfaith Food Closet in our mission to provide food to those in our community who need a helping hand,
      - Demonstrating social responsibility,
      - Networking with people in the community,
      - Giving back to the community during uncertain economic times.

This organization is an equal opportunity provider.

Auburn Interfaith Food Closet, Inc. is a 501 (c) (3) non-profit organization – FEIN 68-0424269

## STEP 2:

- **Coordinate** with the AIFC Food Resources Committee Chairperson to produce a plan for your food drive:
  - The best way to reach the Food Resources Committee Chairperson is to send an email to the Food Closet – [aifc@auburnfoodcloset.org](mailto:aifc@auburnfoodcloset.org). State your interest in holding a food drive and provide your telephone and email contact information. The Food Resources Committee Chairperson will quickly respond to your email and work with you to get your food drive plans started.
  - Decide when your food drive will begin and end.
  - Select a committee and delegate responsibilities. Assigning duties and shifts is an effective way to allow for more volunteer participation.
  - Determine if you will need crates, barrels, bags, or boxes for collection, storage, and transportation purposes. Crates work well for large drives. Barrels are a good option for businesses who choose to keep them on their premise for any length of time. Bags and boxes also work to collect and transport heavy cans. With advance notice, AIFC can usually provide barrels and crates. Some grocery stores may be able to donate bags and boxes.

## STEP 3:

- **Promote** your food drive.
  - The key to a successful food drive is to get the word out – Promote! Promote! Promote!
  - Set a goal – create a theme. Create promotional materials. Generate excitement. Hold a contest to design flyers and posters.
  - With advance notice, AIFC can usually provide samples of flyers and hand-outs in electronic format to promote your food drive. It's always helpful to include a list of suggested food items that are most needed. A flyer adds legitimacy to your food drive and lets donors know AIFC will be the recipient of their gift of food items. Sample flyers follow the last page of this guide.
  - Print out the flyers and post or distribute them to the community where your food drive will take place.
  - Place a poster or two at the food collection location or on the barrels or crates if you are using those to collect the food.
  - Print the handouts to distribute to the community where your food drive will take place.
  - On your promotional material, use slogans and graphics that mention or relate to a sponsoring organization(s) and AIFC.
  - Generate awareness to maximize community outreach using social media; Eblasts, Facebook, Twitter, Instagram, radio, newspaper, bulletins, word of mouth, churches, and schools.

## STEP 4:

- **Deliver** the Food to the Food Closet.
  - Coordinate in advance with the AIFC Food Resources Committee Chairperson to arrange food delivery to the Food Closet.

- AIFC will happily accept your collected food at a time that is convenient for you to deliver it. Just make those arrangements in advance so someone can be there to open the building if the delivery is coming after regular open hours.

#### STEP 5:

- **Give Thanks.**
  - Last, but not least, be sure to acknowledge and thank everyone who helped to make your food drive an enormous success!
  - You might want to host a Thank You pizza party or an ice cream social for your committee members, helpers, and volunteers.
  - Be sure to send handwritten Thank You Notes to everyone who helped on the food drive.
  - If you are doing a community food drive, consider leaving a printed Thank You Card (AIFC may be able to help with this) at each home that left a bag of groceries.
  - If your food drive collections are at a business, school, or faith-based organization, send a handwritten Thank You Note to that facility.

*Auburn Interfaith Food Closet is extremely grateful for your interest in holding a food drive to help us help others! We look forward to collaborating with you to make your food drive a smashing success!*

*Thank you, Judie Whitman  
Auburn Interfaith Food Closet  
Food Resources Committee Chairperson  
[aifc@auburnfoodcloset.org](mailto:aifc@auburnfoodcloset.org)  
530-885-1921*