



St. Petersburg Free Clinic

Food - Shelter - Health Care

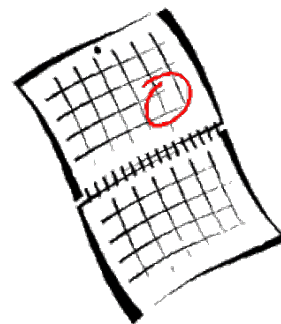
Any size firm, group or organization can and have run successful food drives. It takes some planning, organization and commitment. Once your group has decided to hold a food drive, the individual responsible for organizing and conducting the drive should:

1. Gain any necessary permission as well as the support and commitment of senior management or organization officials.



2. Select a theme for your food drive. It can incorporate an upcoming organizational or special event, a holiday, or even a non-event, as long as it will be meaningful to those being asked for food. Your theme should be included in all of your promotional materials.

3. Set the dates for the food drive. Based upon our experience, two weeks is usually about right for most organizations. Shorter drives work well for smaller, close-knit groups. Most importantly, become aware of other goings-on within your organization to avoid conflicts when selecting your dates. Then call Ken Murphy, Food Bank Director, at 727-821-6574. He will provide you with additional ideas to make your food drive a success.



4. Choose method and location(s) for your food drive. Choosing one large collection box, for example, will require it to be palletized beforehand and accessible to material handling equipment. Barrels are often ideal containers and may be easily decorated to match your



theme. Boxes, if used, should be sturdy. Most of your collected food will be canned goods, and very heavy. The Free Clinic Food Bank has a number of barrels available, for your use. You can put your posters on them or use ours. When selecting locations for collection, select ones that are highly visible, in areas with the most traffic and secure for both the people leaving the food and the food itself.

5. Suggest particular foods and items for donation. Ken can tell you what is most needed at the time. All types of canned and packaged goods are welcome but no perishable foods, please. Also, no glass containers with the exception of baby food. These steps will keep your collection site(s) neat and clean. For many smaller groups a truly focused effort works best, such as only asking for peanut butter or jelly, or canned meats like Tuna and Spam, or spaghetti and sauce, and so on.



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HOW TO HOLD A FOOD DRIVE



6. Promote - promote - promote! Great publicity is the key to success so use as many methods as possible: E-mail, newsletters, announcement inserts, posters, fliers, or even voice mail. Provide people with a contact within the organization who can answer questions. We encourage you to have Ken Murphy or another speaker from the Free Clinic to provide information on hunger and food insecurity in our community, and how important your food drive is to those in need.



7. Establish a goal and make it fun! If you've held a food drive before, try to increase this year's total or set a goal based upon so many pounds per person; and let them know how they're doing (a thermometer, scales of justice, etc.). Organize a kick-off event and encourage competition between locations or departments. Recognize group achievements as well as individual ones. Be creative - make it different and motivating!*



8. When the food drive is successfully completed, you can deliver the food to the Free Clinic Food Bank located at 863 Third Avenue North in St. Petersburg, please call ahead so that we can inform you of our hours, be ready to receive it and personally thank you. Simply call Ken Murphy, Food Bank Director to make those arrangements at 727-821-6574. As much advanced notice as possible is strongly encouraged. When we receive your donation, we will weigh it and let you know how many pounds of food were collected. *When time permits we can arrange to pick up collected food.*



9. Be sure to thank everyone in your group for their participation, including senior management or organization officers. Use the same methods you used to promote the drive, continuing with your theme.

10. And lastly, thank you in advance for your time, energy and creativity. As a result of your leadership, your food drive will be a success, helping many people in need.

- *Recently, some groups have:
- Awarded a "casual dress day" for employees donating food
 - Held a contest using canned goods to construct something
 - Allowed participants to donate food in lieu of paying a fine or penalty
 - Used each week of their food drive to focus on specific needed items such as: Pasta & Sauce Week, Peanut Butter & Jelly Week, Macaroni & Cheese Week, Chef Boy-Ar-Dee week