



### ***How to Conduct a Food Drive for the Georgia Mountain Food Bank***

1. **Contact the Georgia Mountain Food Bank** at 770-967-0075 or via email at [Randi@gamountainfoodbank.org](mailto:Randi@gamountainfoodbank.org) to request a Food Drive Application or you may download it from our website and fax to 770-965-1794.
2. **Brainstorm and Plan.** Choose a theme and set a date(s). Single-day food drives can be very successful because the focus is on one particular day. If food drives run too long they can lose impact and people could lose interest.
3. **Set Goals for your food drive.** No donation is too small or too big! Figure out how much food you would like to collect. For the GMFB, a little over one pound of food equals one meal. Decide if you will accept just non-perishable food, cash, or both. You should consider accepting cash because for every \$1 donated, the GMFB can provide approximately 3 meals.
4. **Use our "Most Needed Items" list** for the food bank's high priority needs.
5. **Create a Collection System.** Often, the best way to collect food is to use small to medium-sized boxes that are easy to lift.
6. **Select a prime location for your food drive.** High traffic areas where the collections bins are visible are best. Make sure there is plenty of space for your collection bins.
7. **Promote your food drive.** Spread the word! Let everyone know about the food drive. Be creative! Here are some ideas:
  - Place posters in highly visible places.
  - Use pay check stuffers.
  - Decorate food collection boxes.
  - Send emails, Tweet about it, Blog about it, send a Facebook invitation.
  - Pass out flyers.
  - Place announcements in newsletters.
8. **Once the food drive is over,** contact the Georgia Mountain Food Bank and arrange delivery of your collection. Delivery to GMFB is a gift because it saves us critical resources.
9. **Thank your food drive donors.** Be sure to thank everyone who participated in your food drive and let them know how much their donations are appreciated by the Georgia Mountain Food Bank and the people we serve.