

# HOW TO HOST A HEALTHY SHELVES FOOD DRIVE

## DO-IT-YOURSELF DIRECTIONS



## LET'S GET STARTED!

### Before your drive:

1. **Review the e-Toolkit.** *Healthy Shelves* has promotional resources for you to use to make your food drive a success.
2. **Pick an organization to host your food drive.** It could be a place of employment, a school, a place of worship, or anywhere in between! Be sure to receive approval from the organization before you begin planning.
3. **Select a date, week, month or event during which to conduct the drive.** Your drive could last hours or weeks! Confirm the dates and times with the host organization.
4. **Research local food pantries.** Select a food pantry to donate to and arrange a time to deliver the donations. Some pantries will pick up donations. Contact the local health department or *Healthy Shelves* if you need assistance.
5. **Pick a theme or promotion for the drive.** Some examples could be:
  - Holidays or seasons
  - National Diabetes or Kidney Month
  - Ingredients to make a Healthy Shelves recipe
  - Donate herbs and spices to attend an event
6. **Plan and promote your drive.** Promote your drive using *Healthy Shelves* materials including:
  - a. personalized posters and flyers
  - b. banners for emails and social media sites
  - c. container wraps
  - d. Food Drive Shopping Lists to encourage your participants to donate healthy items.As your drive gets closer, spread the word! Pass out flyers and post on social media with **#HealthyShelvesDrive**. Refer to *Healthy Shelves in Action* on our website for additional ideas! Share the facts on chronic disease to convince donors of the need for healthier donations.

### During your drive:

1. **Place boxes, bins or barrels in a well-known and traveled collection space.** Be sure to print out *Healthy Shelves* container wraps so they are easy to see! Post signs and send email reminders.
2. **Make information available at the point of donation.** If you cannot be there, include contact information in case people have questions.
3. **Take pictures and share them with us!** We love to see the results of your efforts.
4. **Recognize contributions!** Show appreciation. Post a sign or offer an incentive as a thank you. Use social media, personal notes or emails to thank participants and collaborators.
5. If your drive lasts more than a day, **take the donations at intervals** to clear room for additional donations and security purposes. Consider leaving a few items between days to encourage others to donate!
6. At the end of your drive, **promptly collect and deliver the items.** Be sure to use our *Healthy Shelves* Inventory Form to measure your drive's impact; **Remember: any donation delivery is a success!**

### After your drive:

1. **Be proud!** You just helped the people in your community gain access to food options that better meet their health and nutritional needs.
2. **Reflect on your drive and share your successes!** Use the post-event tool and share it with us! Also, visit the [www.HealthyShelves.org](http://www.HealthyShelves.org) for contact information to send your pictures and thoughts to us. We would love to hear about your drive and, with your permission, feature you on our website and Facebook page! When sharing on social media, remember to use **#HealthyShelvesDrive**.
3. **Be an advocate.** Tell others about *Healthy Shelves* and the need for healthier items on the shelves of food pantries. Encourage your friends and family to conduct drives of their own!

THANK YOU FOR HOSTING A  
*HEALTHY SHELVES* FOOD DRIVE!

