



## Host a Food Drive!

*Hosting a food drive is a great way to build engagement with your employees, church or other organization while helping the hungry people of Lincoln and surrounding areas.*

*Follow our easy checklist for a successful and FUN food drive!*

### Step 1: Make a plan

- Designate dependable leaders and a committee of helpers.
- Set a start and end date
- Choose a creative theme or slogan
  - Super Soup Drive
  - Cans for Casual Day (employees bring a donation in order to “dress down”)
  - Reach a goal/Something silly happens (for instance, collect \_\_\_ lbs of food and the boss will shave his head, wear a dress to work, etc.)
  - “Competition” between departments with a prize for the largest donation.
- Consider cash (The Food Bank can buy more with \$1 donation than you and I can at the grocery store. Plus, cash allows us to buy fresh fruits, vegetables and meats. Consider a fundraiser instead of – or in addition to – a food drive.)
  - Cans/Cash Challenge (Employer or Church make a cash match for each item donated.)
  - Funds for Fresh Food/Bucks for Backpacks (ask for monetary donations instead of food donations)
- Set a goal of how many pounds of food or how much money you’d like to raise.

**Step 2: Contact** Cheri Lawrence at the Food Bank ([clawrence@lincolnfoodbank.org](mailto:clawrence@lincolnfoodbank.org) or 402-466-8170 ext 106)

- Contact the Food Bank with details about your event so we can:
  - Provide you with collection barrels
  - Schedule a pick-up of the food donated
  - Help you publicize your event via our Facebook page!

**Step 3: Publicize internally** (to your group, employees, church, etc.). Include dates, location, goal and most needed food items.\*

- Find FoodBank and Backpack Program logos on our website:  
<http://lincolinfoodbank.org/logos.php>
- Make posters
- Publicize in email or printed bulletins
- Update your website
- Create an event on your Facebook page and invite your friends and fans.
- Provide people with empty grocery sacks as a reminder to bring food.

**Step 4: Publicize to the Public** (if you'd like to invite them to participate)

- List the event on [www.lincoln.org](http://www.lincoln.org).
- Send a press release to the local newspaper ([citydesk@journalstar.com](mailto:citydesk@journalstar.com)), Neighborhood Extra ([DBuckley@journalstar.com](mailto:DBuckley@journalstar.com)), Strictly Business ([angelaw@strictlybusinessomaha.com](mailto:angelaw@strictlybusinessomaha.com)) and the Community page of the Journal Star ([pbeutler@journalstar.com](mailto:pbeutler@journalstar.com)).
- Consider purchasing advertising in the newspaper, radio, tv or on Facebook
- Put posters up in nearby businesses

**Step 5: Follow-up**

- Take photos during the event
- Share results and photos with your group to celebrate your success via email, newsletters and Facebook.
- Send a press release with photo to area media (same e-mail addresses listed above.)

***\*Most needed food items:***

- Tuna and other canned meats
- Macaroni and Cheese
- Cereal
- Canned Fruits and Vegetables
- Peanut Butter
- Coffee
- 100% Fruit Juices

***\*Most needed personal care items:***

- Toilet Paper
- Diapers
- Toiletries (shampoo, soap, toothpaste, etc.)