



## FOOD DRIVE INSTRUCTIONS

Organizing a Food Drive for The Encouragement Center can be simple, easy & fun! With the following information, you can run a successful and painless Food Drive with minimum time commitment. This drive helps us in the battle against poverty and hunger in San Diego County. The food you collect will not be sold to the poor. The food is a donation and we will honor your intent in providing food and nourishment to hungry men, women and children.

How to host a Food Drive:

1. **Select the dates of your drive**  
We suggest holding it for three to five days (or weekends, if a church). No matter what length of time you choose, plan on getting items in after your deadline. Plan on the actual deadline being a few days after the deadline you publicize.
2. **Make some noise!**  
Publicity is the key to a successful drive! Spread the word to as many people as possible and don't be shy about reminding them. Don't rely on just printed materials, or a church bulletin notice, to publicize your drive. Send emails, leave voice mails, and announce it enthusiastically from the pulpit! Send a notice to your local newspaper; they usually will post it for free. People like to be informed about ways they can help.
3. **Distribute printed publicity flyers**  
Print your name, address, phone number and drop-off location on the enclosed flyer and photocopy as many as you need. Recruit family, friends, colleagues or congregation to help distribute the flyers. Distribute them to as many people as you can, and also keep them displayed in public areas such as announcement boards, break rooms, classrooms, neighborhood community centers, etc.
4. **Set up the Drop-Off location**  
Make sure the drop-off point is easily accessible, such as in a lobby or entry-way. Announce its presence by putting up a "Drop-Off Point" poster on the door, window or wall nearby. Secure another poster to the box or bin you are using to collect the food. Place the box or bin where people can see it, but make sure it is protected from inclement weather.
5. **Deliver the food to The Encouragement Center**  
Call 760/845-8838 to make arrangements for delivery of the food you have collected.