

FOOD DRIVE 101



BEFORE YOU START

Contact us to tell us your plan. We are happy to answer questions, share resources and brainstorm ideas. (rebecca.thuro@abbotsfordcommunityservices.com)

Promote your idea via Social Media (Facebook & Twitter: @AbbyFoodBank Instagram: @AbbotsfordFoodBank), Memo, Newsletter, E-mail, Phone Call, Flyers, Posters, Facebook, Twitter, Newspaper Articles etc.

Business Example: Write an email to all staff highlighting that you will be collecting food for the food bank etc.

- Highlight how their participation will benefit our community; highlight the important [programs](#) currently delivered through the Food Bank.
- Share the Food Bank's [shopping list](#) greatly needed items.
- Let people know financial donations can be made online through our website, <http://www.abbotsfordfoodbank.com/donate>.
- Encourage Facebook, Twitter & Instagram engagement.

CREATIVE FOOD DRIVE IDEAS

Schedule a tour of Abbotsford Food Bank to visually bring home the nature of the work of food distribution.-

- **Host an event where Food is the payment**
- Host a party (birthday, Christmas, housewarming) and have guests bring food instead of gifts
- Provide people in the community, organization or church with grocery bags to fill and return with donated goods.
- Give prizes for creativity or for greatest amount of food collected.
- Do a one item food drive (i.e. pasta drive)
Update people on the progress of the food drive throughout your drive via Facebook, e-mail etc.

NOW THAT YOU ARE DONE

THANK your participants... they will be interested to know how much you collected. Be sure to remind how their simple gift made a difference in the lives of a person in their community.

Help us conserve time & money by bringing the food to one of our many convenient locations (especially if it is less than 250 lbs). We are also happy for you to contact us in advance to arrange for pick - up.

The Abbotsford Food Bank is located at 33914 Essendene Ave in downtown Abbotsford (We are the big blue building on the side of the hill). Donations can be brought to the lower level Monday - Thursday between 8:30 & 4pm.

We also have food bins at the following Abbotsford locations:
Save-On-Foods - Superstore - Safeway - ARC

www.abbotsfordfoodbank.com