



Food Drive Campaign Checklist

Hit all the boxes to make your drive a success!

- Download, customize and print the box labels. Set up a collection area once your Move For Hunger mover drops off your boxes.
- Let your office know you are participating in the drive. Download the sample message to send to your agents and use at your next meeting. If you are planning an event around your drive, include that information as well.
- Download, customize and print the office flyers.
- Encourage your agents to contact their sphere of influence to ask for their help in collecting items for the drive and invite them to an event if you're hosting one. This is a perfect opportunity for them to reach out to their list of contacts. Download the sample agent message and have them customize it.
- Download and customize the press release template. Contact your local newspaper, radio and TV stations and let them know about your event.
- Advertise the drive on your social media pages! Take a picture of your office collection spot, your agents gathering donations, or the food pantry you are helping, and post it with all the details where people can make donations. Download our Facebook frame and check out our sample social media posts for more ideas.
- Continue to advertise your campaign on social – take and post more pictures as donations come in or during any event you might plan around the drive. Make sure you download our hashtag signs and include them in your photos you take and post.

