

## Tips for Holding a Successful Food Drive

On behalf of everyone at Middleton Outreach Ministry (MOM), thank you for your interest in holding a food drive for us!

Here are some simple tips that can make the process easier and more effective:

- Schedule a date that will optimize maximum support from your organization. Perhaps there is a major event or a special occasion that brings people together. Consider holding a drive outside of the normal holiday giving months. MOM appreciates all donations but we are especially lean in the “post-holiday giving” months.
- Once you set the date, consider a theme based on the Top 10 list, which can be found on our website ([www.momhelps.org](http://www.momhelps.org)). There have been many successful drives centering on themes such as “personal hygiene items” or “meals in a can.” It can also bring excitement and focus to your drive. Also consider a “fund” drive, and convert this financial drive into “meals” that MOM can purchase with the funds. If you need ideas, feel free to call the MOM Distribution Center.
- Once you’ve received permission from “the powers that be” and set a date, let us know of your event! We may have feedback or ideas on how to make your drive even better. Plus, we’ll add it to our calendar so we can let people know about the event and plan for the arrival of your items. We can also provide you with colorful barrels and boxes for collection, and work with your local grocery stores to support the event.
- PROMOTE, PROMOTE, PROMOTE!! The best drives are ones that establish goals (pounds of food, % of organizational participation, etc.). Holding competitions among various parts of the organization with a coveted prize are great fun and create more momentum from members of your organization.

**Whatever amount you collect from your drive is never too small. A lot of small things can make a BIG difference in someone’s life!**

*MOM accepts food, household cleaners, detergent, diapers, paper products and personal hygiene items. Please, no open or glass containers, or expired food.*

