



Tips for a Successful Drive

- Get the word out as early as possible.
 - Use multiple forms of media to inform people about your drive; send e-mails, pass out fliers, put up posters, use radio, newspaper and television - whatever is at your disposal. Please forward draft notices or publications involving SFBFS to Kelly Siefkin at kelly@sacramentofoodbank.org to ensure that SFBFS is appropriately represented. Here are some media tips:
 - Our proper name is "Sacramento Food Bank & Family Services", not "Sacramento Food Bank and Family Services", "Sacramento Food Bank", or "The Food Bank".
 - "The" should never be used before our organization name.
 - Our organization's Web site is www.sacramentofoodbank.org. Link to us from your company or organization's Web site!
 - Request an electronic version of our logo for print and online publications.
 - Remind people that you are hosting a drive. Word of mouth is still the cheapest and most effective form of advertising! Let people know that every little bit counts; all donations are appreciated.
- Make sure your collection containers are *easily* accessible to all potential donors.
- Adorn your container with non-permanent decorations to draw attention. Wrap it like a giant gift for a toy collection or hang baby rattles for a Mother-Baby drive.
- Motivate your donors!
 - Set a goal and create a visual display showing the progress of your drive. Cheer donors on as they get closer to the goal. Also suggest people set personal goals, such as donating one pound of food for every pound they lose.
 - Host a competition such as department vs. department, branch vs. branch, women vs. men, or fraternities vs. sororities.
 - Tie donations into promotional offers such as discounts on goods and services.
- Help donors understand where their donations are going.
 - Request SFBSF brochures to have available for donors, encourage people to check out our Web site or schedule a tour of our facility. Tours can be arranged through Leona Doyle at ldoyle@sacramentofoodbank.org.
- Encourage donors to get more involved. For information on individual and group volunteer opportunities, interested donors can contact Robin Simpson at volunteer@sacramentofoodbank.org.

If you need help organizing your drive or would like more personalized suggestions, our staff is more than willing to assist. Please contact Tarah Frost, Donation Drive Coordinator, at tfrost@sacramentofoodbank.org or (916) 456-1980.