

Food Drive Promotion Ideas



All events can be incorporated into existing school programs, school names, and school branding. For example: School Name's Stuff-a-Bus.



Stuff-a-Bus

Set a goal to fill an area full of food. (car, classroom, etc.)



Food for Fines

Allow students to pay library fines with cans of food.



Partnerships

Involve your parent-teacher associations and include student government and other service clubs.



Social Buzz

Promote the food drive through your school's social media channels.



My Plate

Discuss the dynamics of the USDA food icon, MyPlate. Visit: www.choosemyplate.gov



Class Competition

Create excitement around the food collection with competition between classes and a prize for the winner.



Hot off the presses

Include information in the school newsletter, newspaper, and website.



Food donor wall

Take pictures of every student who donates five pounds or more. Put all pictures up in the front office.



Post Flyers

Distribute flyers to local businesses.



Discuss the effects of hunger

Encourage students to research and discuss the effects of hunger on individuals and the community.



E-blast

Send an email blast to parents.