



Our Community, Our Food Bank

## Strategies for Partner Agencies to Raise Local Food Donations

*Below are strategies used by partners across the state. The first step to raising local awareness and support is to share your impact with your community and ask for what you need! If you have more ideas to add to this list, please contact your Connecticut Foodshare Network Relations Representative.*

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### **Food Drives**

- Get creative with donation opportunities such as “Adopt a Shelf” or “Sponsor a Meal.” Show donors the impact their donation makes.
- Think outside the box when approaching local businesses. Ask if they will allow you to post flyers with information on how to donate or host a food drive or virtual food drive to benefit your agency (think gyms, the hardware store, car dealerships, hairdressers, restaurants, etc.).
- When organizing a local food drive or asking for donations, publicize the specific items you need most. Some partners have had success hosting “cereal drives” and “peanut butter drives” to build-up their inventory of high-demand items.
- Start a [#GiveHealthy](#) virtual food drive. More information about how partners are using this is available in a [recording](#) of our webinar on this tool. Slides from the webinar are [here](#).

### **Social Media**

- Create an [Amazon Wishlist](#) and add the link to your website, Facebook, Instagram, etc. An Amazon Wishlist allows you to share high-need items with donors. When donors order an item from your list, it gets shipped directly to your program.
- Post a call for donations in your town Facebook group. Exposure in town Facebook groups can bring in a new audience of supporters.
- Encourage current volunteers to interact with your program’s social media platforms. If they like and share your posts, it will help you reach a broader audience.

### **Community Outreach**

- Reach out to local groups: town Rotary, Boy Scouts/Girl Scouts, public schools, universities, religious organizations, local sports teams, etc. Ask them to sponsor food drives.
- Post donation flyers at the library, town hall, local grocery stores, community centers.
- Invite local government officials to tour your facilities and make a public call to action. Mayors, State Representatives, Selectpersons, and many others are often happy to help support your work.

- Get the fire department and police department involved in sharing your work or hosting food drives. Make sure they have information to refer households in need after emergencies. Friendly rivalries like a “Battle of the Badges” food drive between departments can engage them in helping you meet community needs.

#### **Utilize Available Resources**

- Ask your Connecticut Foodshare Network Representative for a Program Profile of your agency. This report includes statistics such as the number of pounds of food your program orders and how many individuals/households you serve. This is a great tool to use when applying for grants or speaking with donors.
- Stretch your budget by looking into businesses that offer discounts to non-profits. [Mansfield Paper Company](#) offers Connecticut Foodshare partner agencies a special discount on paper products.