



RAISE FUNDS. COLLECT FOOD.

A quick guide on how to host a drive.

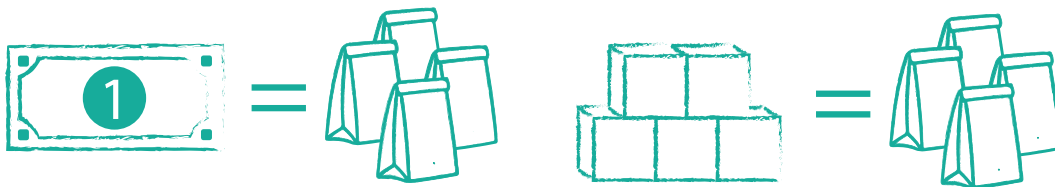


1

When and where is your drive going to be? Online or in person? Will it be one day? Two Weeks? Ongoing? Consider an easy to get to location with good visibility for collecting donations or host an online fundraiser at mightycause.com/organization/Ozarks-Food-Harvest.

2

What will you collect? Food, funds or both? How will you transport the donations to The Food Bank? Ozarks Food Harvest has food & fund drive supplies that can be checked out by hosts.



\$1 helps provide 4 meals

**5 pounds of food helps
provide 4 meals**

3

How will you inform people and get them to donate? Promotion of your drive is key to the success. The Food Bank has a variety of materials available to help promote your drive.

Find more information or to register your drive visit
ozarkfoodharvest.org/host-a-food-drive



Are you a business owner with a retail location? Cause marketing might be a better fit for you! See the other side of this sheet for more information.



CAMPAIGNING FOR OUR CAUSE

Campaigning for our cause is one of the easiest ways retail businesses can help *Transform Hunger into Hope* with Ozarks Food Harvest. Partnering with The Food Bank helps the community and shows your customers that you care!



Here are 3 great ways to fundraise through cause marketing:

- 1 Choose an item in your store to benefit Ozarks Food Harvest.** For example, \$1 from every apple spice muffin purchased will be donated to Ozarks Food Harvest.
- 2 Accept donations at checkout.** Suggesting and accepting donations of any amount at checkout can create a huge impact. Even rounding totals up to the nearest dollar can add up surprisingly quickly. Ozarks Food Harvest can provide 4 meals with \$1, that's 1 meal for every \$0.25!
- 3 Offer incentives to your customers if they donate.** Coupons for their next visit or a free item when they donate will encourage customers to join you in the fight against hunger!

Be sure to share why our cause is not only important to you, but how it effects the community as a whole. The Food Bank has a variety of materials available to help you promote your cause marketing partnership.

Become a Hunger Hero and partner with The Food Bank! For more information, scan the QR code or visit ozarksfoodharvest.org/host-a-food-drive.

