

# How to Run a Successful Drive

**NOTE TO LEADERS:** As you plan activities with your clubs, thank you for being sensitive to the needs and circumstances of all youth members and their families. There are lots of ways for members to contribute to the food drive's success without having to personally donate food. Check out Volunteer ideas under 4-H Feeding Missouri Resources.

Review instructions and other resources available at [4h.missouri.edu](http://4h.missouri.edu) and [feedingmissouri.org](http://feedingmissouri.org).



## Learn about hunger issues in Missouri.

See **Hunger Facts** in [4-H Feeding Missouri Resources](#). Our partner, Feeding Missouri, has tons of resources:

- [Hunger in Missouri](#) — be sure to open up all the folders!
- [U. S. Hunger](#)

## Contact your local food pantry and/or regional food bank.

- Check out the Food Pantry List in [4-H Feeding Missouri Resources](#).
- Search the Feeding Missouri service map and Pantry Finder listings ([www.feedingmissouri.org](http://www.feedingmissouri.org) > [About Us](#)).
- Contact them by mid-January to start coordinating!

## Publicize and promote the drive

There is information available in [4-H Feeding Missouri Resources](#).

- Coming Soon! flyers — distribute/post in December
- Mid-January through February.
  - social media
  - flyers
  - media outreach
  - involve other local partners

## Plan one or more food drives in your community throughout February, e.g.

- Schools
- Basketball games
- Churches, houses of worship
- Local library, bank, community center
- Share tips on best foods to donate — see [4-H Feeding Missouri Resources](#).



### **SOCIAL MEDIA TIP:**

Be sure to share photos and videos of your food drive activities on social media. Use the **#4HFeedingMO** hashtag.

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## Plan volunteer activities.

See the full list in [4-H Feeding Missouri Resources](#).

## Use Qualtrics to accurately count and record pounds of food collected and hours volunteered!

- It's the honors system: weigh on your bathroom scale; use package measurements; give your best estimate; see if local food pantry has a scale
- Keep an accurate record throughout the drive. Just enter new info and send the Qualtrics form each time you have food or hours to add. Don't wait until the end or rely on your memory.

**NOTE: Qualtrics opens Feb. 1.** You can use the Track Your Food & Hours form in Resources until you're ready to enter information into Qualtrics. All individual entries count toward your **COUNTY** total.

## Tell people how they can donate money, if they prefer.

- Monetary donations should be made online via the **DONATE NOW** button.
- **DONATE NOW** will be available Feb. 1 via the 4-H Feeding Missouri, MU Extension and Feeding Missouri websites.
- Donors can choose their county from the dropdown menu so the donation is credited to the appropriate club.

## If someone donates cash:

- Bring it to the club leader.
- S/He will keep a running tally
- At the end of the drive, the club treasurer will send a check covering the amount of any cash donations to:

Feeding Missouri  
ATTN: 4-H Feeding Missouri  
2306 Bluff Creek Drive  
Columbia, MO 65201

- That amount will be credited to the club total.

**NOTE:** Feeding Missouri will calculate and convert all pounds of food and hours volunteered into the equivalent meals.

### Contest info:

*Feeding Missouri's numbers will be used to calculate county contest winners. Four main prizes will be awarded for top: **Food Raiser, Fund Raiser, Volunteer Hours** and **Overall (Equivalent) Meals**. Recognition will also go to the next Top 10 Counties in each category.*

**Remember our goal:  
1 million meals!**

**Missourians helping  
Missourians fight hunger.**