

# OPTIMIZE YOUR FOOD DRIVE INFORMATION PAGE

**Your Food Information Page is the primary way organizations will learn how to support you with a food drive.** Many food banks and pantries offer several different food drive formats - traditional, virtual and themed, among others.

In order to optimize your food drive page regarding #GiveHealthy, here are some things to consider:

- ☐ 1. Make sure you **display the #GiveHealthy logo** and a couple of sentences about this new way to support
- ☐ 2. Make sure the link from your page to your **branded #GiveHealthy landing page works!**
- ☐ 3. Consider **adding your custom #GiveHealthy video**. It's already on your branded landing page, but including it on your website will make it easier for people to understand how it works and why they should consider it.
- ☐ 4. If #GiveHealthy drives are your preferred way for groups to conduct a food drive, **place #GiveHealthy information above information about the other types of drives** that are available.
- ☐ 5. Include information that organizations can conduct **both a drive that has both a traditional donation option and a #GiveHealthy donation option**.
- ☐ 6. **Include information about the #GiveHealthy contest system** for groups that think a friendly competition would create more engagement.



*Make sure you tap into our **IT support team** if you need assistance to optimize your food drive support page! It's another **free** #GiveHealthy service!*



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