

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE



DRIVE ORGANIZER TOOLKIT

Version 2.0



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Need Help? Have a question?
Contact the #GiveHealthy Team!

TheTeam@givehealthy.org



Welcome to the #GiveHealthy Movement!

We want to solve a big problem and we're so glad you are going to help!

Donating food to food drives is one of the most popular forms of giving in the United States. People make billions of donations to food drives each year to supply 60,000 plus hunger organizations with food to help more than 42 million Americans struggling with food insecurity. However, a lot of those donations are non-perishable food items—often in the form of highly processed canned goods. People facing food insecurity also struggle with high rates of diet related health issues due to a lack of access to healthy food. What they really need are fresh fruits, fresh vegetables and other kinds of healthy food.

Organizing a #GiveHealthy Food Drive is a great way to support the Movement and the hunger organization you want to help! We've organized this Toolkit so that you can get set up to conduct a successful #GiveHealthy Food Drive!

Why Should You Organize a #GiveHealthy Food Drive?

- You'll raise the kind of food people struggling with hunger really need!
- You'll educate your community that Hunger is a Health issue
- You'll be a great example for other groups to join the #GiveHealthy movement
- You'll raise more food!
- You'll have an easier time and more fun organizing your drive!



How to Get Started

First, review the Drive Organizer Guide at the #GiveHealthy website for a general overview of how #GiveHealthy Drives work. Next, follow these steps:

Step 1 - Register to get your #GiveHealthy Drive set up by filling out the Drive Organizer Get Involved Form at www.givehealthy.org

Step 2 - You will receive a Welcome Email with a link to a Set Up a Drive form. Complete the form.

Step 3 - The #GiveHealthy Team sets up your Drive Organizer Account and your Drive. Log into your account to check out the Dashboard and review and approve your Drive.

Step 4 - Once you review and approve your drive - you're ready to go.

Step 5 - Before you announce your drive to your community, review the Best Practices (below) and plan to follow them to help make your drive successful.

Step 6 - Announce your drive - an email blast is the most effective way to do that. Social media sharing helps, too!

Step 7 - During the drive, continue to engage your community with drive updates and to encourage more donations. Use your dashboard to monitor the drive's activity.

Step 8 - When the Drive Ends, thank your community. The #GiveHealthy Team takes it from here, coordinating directly with the hunger organization you are supporting to deliver all of the healthy food you raised!



Some Best Practices

Before Announcing Your Drive

- Make sure the link you are using for your drive works
- Seed it - set up a couple of people to make the first donations
- Connect with the #GiveHealthy social media accounts

Announcing Your Drive

- Share your drive with your community on the day it starts
- A simple email with a link to your Campaign Page is the best way to get your community to act
- Get social to connect with your community

Send a Press Release

- Use the Press Release Template below to generate media interest in your campaign
- Select local, regional, and national media for release

Post Drive - Thank You

- #GiveHealthy sends out “thank you” emails to each person who makes a donation to your campaign
- We also send you an email every time someone makes a donation so you can thank them yourself

Custom Support

- Find out if your drive is eligible for a custom promotional video
- Use the custom QR Code on poster and elsewhere

Resources to Power your Drive

Sample Outreach Emails

Use the following emails for your outreach. These can be sent to everyone in your community to get them involved in your #GiveHealthy drive.

Feel free to copy, paste, or adjust as you see fit for you or your organization.



Announce Your Drive

Subject Line: It Starts Today! Please support our #GiveHealthy Food Drive!

Dear _____,

We're launching our food drive today to support (insert hunger organization name) and we hope you will join us by making a healthy food donation. It couldn't be easier to do.

Visit our webpage (embed link to your drive), pick out and purchase the food you would like to donate and it will be delivered directly to (insert hunger organization name) once the drive is over.

People struggling with food insecurity also struggle with high rates of diet related health issues due to lack of access to healthy food. Our food drive is designed to help them with the kind of food they really need.

Thanks for your support!

Halfway There

(can be used for being at 50% of the goal or half way to the ending date)

Subject Line: Our #GiveHealthy Food Drive is Halfway There!

Dear _____,

I wanted to let you know that we're at the half way mark for our #GiveHealthy drive.

Please check out our webpage (embed link to your drive) and consider making a healthy food donation.

People struggling with food insecurity also struggle with high rates of diet related health issues due to lack of access to healthy food. Our food drive is designed to help them with the kind of food they really need.

Thanks for your support!



Last Chance

Subject Line: Our #GiveHealthy Food Drive Ends Tomorrow (or Today)!

Dear _____,

Our #GiveHealthy food drive is almost over.

Please check out our webpage (embed link to your drive) and consider making a healthy food donation before the drive ends.

People struggling with food insecurity also struggle with high rates of diet related health issues due to lack of access to healthy food. Our food drive is designed to help them with the kind of food they really need.

Thanks for your support!

Thank You!

Subject Line: #GiveHealthy Food Drive Success!

Dear _____,

Our #GiveHealthy raised _____ lbs of healthy food to support (insert hunger organization name). Wow!

Thanks for making that happen.

People struggling with food insecurity also struggle with high rates of diet related health issues due to lack of access to healthy food. Our food drive raised the kind of food they really need.

Thanks for your support!



Get Social with your #GiveHealthy Food Drive

Connect with #GiveHealthy and we'll connect with you!

FB - Facebook.com/GiveHealthyNow

Twitter – @GiveHealthy

Instagram - @GiveHealthy

Use these Tweets and

Posts: To Drive Donations

- It's #GiveHealthy time! Donate fresh fruits and vegetables to support (hunger organization) today! So easy!! (insert link to your drive)
- Our #GiveHealthy food drive starts today! It's easy to donate fruits, vegetables and other healthy food! (insert link to your drive).
- This is our first #GiveHealthy food drive. Please support (hunger organization) with a healthy food donation. (insert link to your drive).
- #GiveHealthy now! Visit our food drive (insert link to your drive) and to make a healthy food donation.
- Our #GiveHealthy drive is halfway there! Please donate healthy food today at (insert link to your drive).
- Our #GiveHealthy drive ends today (tomorrow). Last chance to donate healthy food. (insert link to your drive).
- It's easy to #GiveHealthy! Please support our food drive (insert link to your drive).

To Thank Your Community

- Our community came together to make (# of donations) of healthy food. Thanks to everyone for being part of our #GiveHealthy drive!!
- Our #GiveHealthy drive has successfully raised awareness of hunger as a health issue and now our fresh food is being delivered to those in need

Don't forget to use #GiveHealthy images from the library
on the #G Drive Organizer page (near the bottom)



Sample Press Release Templates

Announce Your Drive! (Template)

Press Release, date

(Your Organization) Joins the #GiveHealthy Movement Sponsors a Healthy Food Drive To Support (Hunger Organization)

(Your Organization) is sponsoring a healthy food drive as part of The #GiveHealthy Movement to support (Hunger Organization). The goal is to raise fresh fruits, fresh vegetables and other healthy food items to support (Hunger Organization). To donate the drive, click here (embed link).

Donating food to food drives is one of the most popular forms of giving in the US. More people donate food than watch the Super Bowl each year, a great display of the public's interest in supporting one of our most pressing social issues - hunger. However, traditional food drives are limited to non-perishable donations, often highly processed, nutrient deficient food. The 42 Million+ people struggling with food insecurity also face high rates of diet related health issues – things like obesity, diabetes, cancer – due to a lack of access to healthy food. A lot of food that gets donated actually worsens these health conditions. What's needed are healthy food donations.

(Insert quotes from the hunger organization or a representative of your organization about why it's important to raise/donate healthy food)

#GiveHealthy provides an easy way for people to donate fresh fruits, fresh vegetables and other healthy food so that people struggling with hunger get the kind of food they really need. It's also designed to heighten public awareness that hunger is a health issue and to get people thinking about the kind of food they should donate.

People love to donate food to support those facing hunger. It's an elemental and universal way of giving. #GiveHealthy is a movement to change this most popular form of giving so that people donate the kind of food that will have the most positive impact - healthy food.

Those who are interested in joining the #GiveHealthy Movement can visit www.givehealthy.org for more information and to sign up to get involved.



Report your Drive Results (Template)

Press Release, date

**_____ Joins the #GiveHealthy Movement
Raises ____ Lbs of Healthy Food
To Support _____**

(Your Organization) sponsored a healthy food drive as part of The #GiveHealthy Movement to support (Hunger Organization). The drive was a great success. It raised over ____ lbs of fresh fruits, fresh vegetables and other healthy food items. To check out the drive, click here (embed link).

((Insert quotes from the hunger organization or a representative of your organization about the success of the drive and why it's was designed to raise/donate healthy food)

People love to donate food to support those facing hunger. It's an elemental and universal way of giving. #GiveHealthy is a movement to change this most popular form of giving so that people donate the kind of food that will have the most positive impact - healthy food.

Those who are interested in joining the #GiveHealthy movement can visit www.givehealthy.org for more information.