

EVENT DRIVE TOOLKIT



**Make every event a healthy giving event,
no boxes required.**

The **Event Drive Toolkit** helps you turn any event, big or small, into an opportunity to give back. Whether it's a corporate meeting, community gathering, school celebration, or holiday party, this toolkit provides all the tools, messaging, and resources you need to add a #GiveHealthy food drive to your event.

Event Drive Toolkit Purpose:

Running a #GiveHealthy Event Drive transforms your concert, game, festival, or celebration into a powerful community moment, one that drives participation *before, during, and after* the event.

You'll:

- **Engage supporters before the event** – promote your drive in ticket confirmations, social media, and pre-event emails to build excitement and early donations.
- **Drive participation during the event** – feature your QR code on screens, programs, and signage so attendees can donate instantly on their phones while they're in the moment.
- **Sustain impact after the event** – share results, thank donors, and keep the giving going for those who couldn't attend in person.
- **Promote health and community** – every digital donation provides fresh, nutritious food directly to families in need.
- **Simplify logistics** – no food to handle, store, or transport. #GiveHealthy manages fulfillment and delivery directly to your food bank or food pantry.



Event Drive Toolkit Purpose:

Where can you host an event drive?

- 🎵 Concerts & music festivals
- 🏈 Sporting events & tournaments
- 🎓 School events & pep rallies
- 🏢 Corporate conferences & galas
- 🕊 Religious or civic gatherings

What's Inside:

- **Press Release Template** – Announce your Event Food Drive and highlight local impact.
- **Email Templates** – For donor outreach, community partners, and volunteers.
- **Social Media Posts** – Ready-to-use captions and graphics to raise awareness and encourage donations.



Press Release Template:

[Your Organization or Event Name] Turns [Concert / Game / Event] into a #GiveHealthy Food Drive to support [Food Bank or Pantry Name]

[City, State — Date] — [Your Organization or Event Name] is teaming up with **#GiveHealthy**, the national movement that's changing how food drives work, to make this year's **[Event Name]** into a **#GiveHealthy Food Drive**.

Instead of [OR *in addition to* (if hosting a dual drive)] bringing cans or packaged food, attendees at **[Event Name]** are encouraged to **donate healthy food online** by scanning a QR code while at our event or visiting **[food drive page hyperlink]**. Each donation provides fresh fruits, vegetables, and other nutritious foods that go directly to **[Hunger Organization]** for local families in need.

"We wanted to make our [concert / game / festival / community event] a way for everyone to give back," said [Event Organizer Name, Title]. "With #GiveHealthy, it's easy to make a real difference. It takes just a few minutes to make a real impact, and the healthy food delivered where it's needed most."

With our #GiveHealthy food drive, **[Event Name]** isn't just a [day, week, month] for [main activity/purpose], but a way to directly assist families in our community and support our local food banks and pantries.

"Healthy food is what families need most," said [Partner Hunger Organization Representative]. "We're excited to partner with [Event Name] and #GiveHealthy to make this event part of a growing national movement that connects generosity with health." Attendees, and even those who can't attend in person, can participate by visiting **[insert #GiveHealthy event drive link]**.

About [Organization Name]

[Insert 2–3 sentences describing the organization, its mission, and community involvement.]

Optional: About #GiveHealthy

The #GiveHealthy digital food drive system makes sponsoring a food drive a breeze and makes it super easy for people to donate the right kind of food. #GiveHealthy is a free turnkey service that manages both food donations and delivery. Groups can run stand alone drives, drives that include both traditional and #GiveHealthy donation options or use the #GiveHealthy Contest and Team Tracking system. #GiveHealthy partners with food banks and pantries across the U.S., from NYC to Hawaii, to ensure they maximize their food drive support. To learn more, visit givehealthy.org

Promote Your Food Drive

Use these templates to keep messaging unified across your email and social communication:

PRE-EVENT EMAIL – ANNOUNCE YOUR EVENT DRIVE

Subject: Turning Our [Event Name] Into a #GiveHealthy Event!

We're turning **[Event Name]** into something truly special — a

#GiveHealthy Food Drive to support **[Hunger Organization]**.

Instead of bringing cans or boxes *[OR in addition to (if hosting a dual drive)]*, we're inviting everyone to **donate healthy food online**. It's fast, simple, and it delivers fresh fruits, vegetables and other nutritious foods directly to families who need them most.

Click this link to donate now: [Insert link]

Your support now helps us start strong and make an impact before we even get started!

Let's show that [Event Name fans/members/etc] care about our community!

DAY-OF EMAIL OR ON-SCREEN ANNOUNCEMENT

Subject: The Show Is On — Scan to #GiveHealthy Now!

Email or Emcee script:

It's time for **[Event Name]** — and time to make a difference!

We're hosting a #GiveHealthy food drive to support our local families and communities.

Take 10 seconds to scan the code on screen or click below to donate healthy food online.

Every donation goes directly to **[Hunger Organization]**, providing fresh produce, lean proteins and other nutritious food for local families.

No cans. No crates. Just impact.

Let's make [Event Name] a #GiveHealthy success!

[Insert link / QR graphic]

Promote Your Food Drive

Use these templates to keep messaging unified across your email and social communication:

POST-EVENT EMAIL – THANK YOU AND RESULTS

Subject: Thank You for Making [Event Name] a #GiveHealthy Success!

Wow — what an event! Together, attendees and supporters of **[Event Name]** donated **[X lbs / \$X value]** of healthy food to **[Hunger Organization]**.

Your donations are helping provide fresh, nutritious meals for families in our community.

If you missed the chance to give during the event, it's not too late — you can still donate here: [Insert link].

Thank you for being part of this #GiveHealthy moment — together, we're changing the way food drives work!

OPTIONAL FOLLOW-UP EMAIL – KEEP THE MOMENTUM

Subject: [Event Name] May Be Over, But the Giving Goes On!

Our [concert / game / event] may be over, but the impact continues.

Because of you, [Hunger Organization] received [impact metric — e.g., “over 500 lbs of fresh food”].

Let's keep it going! Share our #GiveHealthy link with friends and family so they can join in too.

[Insert link]

Thank you for helping turn [Event Name] into an impactful day for our community.

Promote Your Food Drive

Use these matching social posts to keep messaging unified across email and social:



Launch: We have an exciting announcement! We're partnering with #GiveHealthy to turn our [Event Name] a #GiveHealthy event! 🥦💪

Before, during, and after our event, you can donate healthy food online to support [Food Bank or Pantry Name] and help us fight hunger in our community!

Donate here or at the link in our bio:
food drive page
#fooddrives #givehealthy

Event Start: It's time! We've partnered with #GiveHealthy to turn our event into a day of giving! Donate fresh and healthy food online in just a few minutes using the link in our bio, or join us at [Event Name/Location Information] and scan our QR codes!
#fooddrives #givehealthy



Post Event: Wow — what an event! Together, attendees and supporters of [Event Name] donated [X lbs / \$X value] of healthy food to [Hunger Organization]. Your donations are helping provide fresh, nutritious meals for families in our community. THANK YOU!
If you missed the chance to give during the event, it's not too late — you can still donate here: [Insert link].