

2010

Orchestras
Feeding America

Guidelines for Planning and Running a Food Drive

Thank you for your interest in Orchestras Feeding America. The following suggestions will help you to put this project together easily. If you have any questions, please contact Margaret Jordan, marketing assistant at 212 262 5161 or fooddrive@americanorchestras.org.

Plan Ahead

- With your orchestra's leadership, select a chair or committee for the project.
- Determine the dates you will collect food. Your performance space is a good starting point, but you can add additional sites to help increase donations.
- Select and acquire boxes or bags to collect food donations.
- Review all League food drive materials with any musicians, staff, or volunteers who may be interested in getting involved.
- Once you have partnered with your local Feeding America partner food bank, determine how you will transport the donated food.

If there is no Feeding America food bank in your area, we would be happy to help you find a partner organization.

Set a Goal and Provide Opportunities for Involvement

- Get your whole orchestra community involved and excited by agreeing on a goal.
- Communicate with your audience about this opportunity.
- Offer free or discounted tickets in exchange for food donations.
- Gather support from leaders of various groups – board members, volunteers, staff, musicians etc.
- Consider a friendly competition between departments, sections of orchestra, or board committees to see who can collect the most pounds of food.
- Consider contacting local companies or schools your orchestra has a relationship with to offer them the opportunity to collect food at their offices.
- Consider talking to local grocery stores or food manufacturers about a pound for pound matching program, collection bins in stores, or distributing information on your food drive for store patrons.
- Consider combining this initiative with other ongoing volunteer activities.

Promote Your Food Drive

- Consider announcing this project at an orchestra event or concert.
- Use Food Drive artwork, **Most Needed Food List**, and **National Hunger Facts** as inserts for your program book. Have your musicians, staff, and volunteers distribute them to libraries, schools, grocery stores, and other central locations.
- Tag existing newspaper, radio, and television ads with information about your drive.
- Talk with your local food bank about promotional opportunities – they potentially have existing partnerships that may add support to your drive.
- Ask your local food bank if they have a representative who would talk to your audience at intermission, be available at your collection site, or onstage for a photo for the newspaper
- Consider selecting a variety of representatives (such as musicians, volunteers, staff or board members) from your orchestra's family to be available for press interviews and to explain why your orchestra is involved and how your orchestra is an integral part of the community.
- Consider making your food drop-off a photo opportunity. Alert TV networks and photo/community editors of your local newspaper. Have staff, musicians, and volunteers wear shirts or hats with your orchestra's logo. If possible, consider offering a brief performance for the occasion.
- If your local newspaper cannot send a photographer, take your own high resolution digital photographs and see if your local photo or community editor will accept them by email.

After the Food Drive

- Once you have made your total food donation, submit your total food pounds on the League's Orchestras Feeding America Feedback Form to contribute to the national total.
- Fill in the **Orchestras Feeding America Feedback Form** at americanorchestras.org to share your experiences and indicate that you have completed your drive.
- Announce the total number of pounds of food you collected at a concert or rehearsal. Invite cameras from your TV stations and print outlets, or simply put out a photo release with a caption.
- Take pictures to post on your website after the event and please email the digital images to Margaret Jordan at fooddrive@americanorchestras.org.