



WESTBOROUGH FOOD PANTRY

Fantastic! You're game to run a food drive. All of us at the Westborough Food Pantry love to see people and organizations help address food insecurity here in town. Thank you!!

Here are some tips you might consider as you pull your plan together:

When should you have your drive?

Generally, weekends are best as people are out about and anyone helping collect donations is more likely to be available.

Mornings are also the best time. Again, people are more active in the morning, doing errands and such. We've found 9/10am to 12/1pm are excellent times. Those times seem to work well for volunteers too.

Where should you have your drive?

If you have a specific target audience, then have the drive where you think they're most likely to be. If it's a sports team sponsoring the drive, set up a table at the event itself to collect donations. Local grocery stores are a great option as they have lots of foot traffic on weekend mornings and how convenient to be right there when someone is buying food! Make sure to get permission from the store beforehand.

What food should you collect?

That is your decision as long as it is non-perishable and not expired. We do recommend you talk to us (the food pantry - your email or info email?) as the most needed food does change seasonally. We have also learned that donors prefer having a list of items that are needed as it makes shopping much easier. Having copies of the food list to handout to people going into a store is a great move!

How to promote your food drive?

There are lots of ways to market your event. A good rule of thumb is to message your audience 3-4 weeks ahead of the food drive date to give a heads up; a save-the-date if you will. 10-14 days before the food drive, promote it again with all the key info and again 4-6 days before. Use emails if you have a good list, post on Facebook and/or Instagram if you know your audience is in certain groups. And, if it makes sense, let the food pantry (my email?) know so we can promote it as well.

We highly recommend having signs and such at the actual event so people know what's going on. We suggest you have a container for cash donations and have our Venmo QR code, @Westborough-Food-Pantry, displayed as well.

Other considerations:

Have medium-sized boxes to collect food items. They're sturdier than bags and easier to lift. Arrange a drop-off time with the food pantry, so we can be sure to have someone there to let you in.

Thank you for your support for the food pantry! It is deeply appreciated!