HELEN WOODWARD ANIMAL CENTER

TIPS FOR SUCCESS: VOLUNTEER FOOD DRIVES

Thank you for volunteering to help with a food drive to benefit Helen Woodward Animal Center's AniMeals program! Your efforts will make a big difference in supporting our shelter and providing essential resources for our furry friends. Here's a step-by-step guide to ensure that the dog food drive runs smoothly and successfully. For questions, please email **RylieW@animalcenter.org** or **RobinC@animalcenter.org.**

STEP 1: VOLUNTEER HUB ACCOUNT

A) MAKE AN ACCOUNT ON THE VOLUNTEER HUB PORTAL

- All applicants and participants **must** create an account on Volunteer Hub before first conducting a food drive at **animalcenter.volunteerhub.com**, or scan the QR code to get started.

STEP 2: PLAN THE EVENT

A) SET A DATE AND TIME

- Choose a date for the drive that doesn't conflict with other major local events.
- Consider a timeframe of about one to two weeks to allow for a sufficient amount of donations.
- Make sure to select hours that work well for your target community (e.g., weekends or evenings).

B) LOCATION

- Choose a high-traffic, easily accessible location for people to drop off food (e.g., local grocery stores, pet stores, community centers, or even outside the shelter).
- Ensure the location has given permission to host the event and there is enough space to safely store donations.

C) SET A GOAL

- Have a clear goal in mind, such as the total weight or number of bags of dog food you'd like to collect. This helps motivate donors and gives the event direction.

D) CREATE A SHOPPING LIST

- Specify what types of dog food you need (dry, wet, or both). The Center's biggest need is canned dog and cat food. The Center is only able to accept unopened, unexpired and non-prescription pet food.

STEP 3: PROMOTE THE EVENT

A) CREATE FLYERS

- Create flyers with event details (date, time, location, and food types needed).

B) GO TO LOCAL BUSINESSES AND SCHOOLS

- Ask local businesses and schools to help by displaying flyers or contributing food.
- See if businesses will allow you to set up donation bins inside their stores.

STEP 4: SET UP DONATION STATIONS

A) CREATE A VISUAL SETUP

- Use large bins or boxes for food donations that are clearly labeled with signs indicating what to donate.
- Make the donation stations visible and easy to access.

B) CREATE SIGNAGE

- Place clear, friendly signs explaining the event and what types of pet food are needed.
- Include instructions on how people can drop off their donations.

C) DECORATE IT!

- Make the donation station look welcoming with banners, balloons, and maybe even some cute dog-related decorations to draw attention.

STEP 5: VOLUNTEER ROLES

A) DONATION COLLECTION

- Assign volunteers to greet donors and guide them to the donation bins.
- Have volunteers check and sort the donations to ensure food is unopened, unexpired and non-prescription.
- Consider organizing the donations by type (wet food, dry food...) for easy access later.

B) SPREADING AWARENESS

- Have volunteers walk around the location, engage with people, and share information about the shelter and the drive.

STEP 6: INCENTIVIZE AND SHOW APPRECIATION

A) OFFER SMALL INCENTIVES

- Print Helen Woodward Animal Center brochures to pass out to people during your fundraiser to help them learn about the cause you are supporting. Contact Rylie Wilson, Outreach Specialist, at **RylieW@animalcenter.org** for brochure information.

B) ACKNOWLEDGE DONORS

- Send letters or emails to update people who donated to your cause or helped with the fundraiser to let them know how much money you raised and how much they helped you.

STEP 7: FOLLOW UP

A) AFTER THE DRIVE

- Thank everyone who contributed, volunteered, or helped organize the event.

B) MAKE A DELIVERY

- Arrange for volunteers to deliver the collected dog food to the shelter.
- Reach out to **RylieW@animalcenter.org** or **RobinC@animalcenter.org** to arrange a drop off time.
- Ensure that all food is properly stored and organized once it arrives at the shelter.

ADDITIONAL TIPS FOR A SUCCESSFUL DRIVE

A) ENGAGE YOUR COMMUNITY

- The more people feel connected to the shelter, the more likely they are to donate. Share success stories about the shelter and its animals from our website: **animalcenter.org/pet-adoption/success-stories**

B) STAY ORGANIZED

- Keep track of donations as they come in and ensure everything is properly accounted for- a simple tally sheet can help.

C) KEEP IT FUN

- Make the event a celebration by including fun elements like a photo booth with dog props, a dog costume contest, or even a dog parade if appropriate.