



ELKS OF CANADA

Dear Brothers and Sisters,

A couple of years ago the Elks of Canada worked together to gather donations, canned and non-perishable goods to donate to food banks in their own communities across Canada, and we showed the power of working together as an Order by donating over 80,000 pounds of food collectively!

If you were to compare our efforts to the Purolator Tackle Hunger Campaign put on each year by the Canadian Football League, The Elks of Canada donated more food to Canadian Food Banks than was collected last year by every CFL team other than Edmonton and Saskatchewan! This year, we are planning to work together again through the month of November and then the month of May to collect even more food to help even more people across Canada. We are challenging our membership to try to raise over 100,000 pounds of food, and we need your help in getting to this mark!

Over these two months we are asking local Lodges and Provincial Associations to work together to raise funds and collect food for their local food banks, and to share with us here at Grand Lodge your totals. We will be collecting the totals and adding them to our national total each week as we progress, and sharing our success as we go along the way on social media and through the Elks of Canada website.

Let's get creative this year and work together to make a difference for our local communities who can use these supplies over these months to support families with children who maybe especially affected by the pandemic. Every little bit we can donate helps!

Enclosed is all the information that you may need to get started, and if there is anything else that we can do from Grand Lodge to support your efforts – please don't hesitate to call!

Sincerely,

Cory Blair
Director - Member Services



CHARITY FOOD DRIVE

MAKE A PLAN

STRATEGY & TIPS

REACH OUT TO YOUR LOCAL FOOD BANK OR DECIDE ON A GROUP THAT YOUR FOOD DRIVE WILL CONTRIBUTE TOWARDS. ONCE YOU HAVE DECIDED WHERE THE FOOD WILL BE DONATED, GET IN TOUCH. WHILE MOST FOOD BANKS OR GROUPS ACCEPT MOST NON-PERISHABLE FOODS, SOME LOCATIONS HAVE SPECIFIC ITEMS THEY ARE LOOKING FOR AT TIMES AND ALSO ITEMS THAT THEY DO NOT WANT OR WILL NOT ACCEPT. THEY CAN ALSO POSSIBLY PROVIDE TIPS FOR RUNNING A SUCCESSFUL FOOD DRIVE IN THE AREA.

SET A GOAL

SET SOME GOALS FOR YOUR FOOD DRIVE. YOUR GROUP WILL BE MOTIVATED TO MEET THE TARGET AND FEEL ACCOMPLISHED. SOME FOOD BANKS PROVIDE TRANSPORTATION FOR FOOD ITEMS IF A CERTAIN AMOUNT IS OBTAINED, SO CHECK WHEN YOU CALL. ALSO TAKE INTO ACCOUNT THE SIZE OF THE AREA YOU ARE COLLECTING FROM WHEN SETTING A GOAL.

PLAN LENGTH AND TYPE OF FOOD DRIVE

DECIDE ON THE STYLE OF FOOD DRIVE YOU WANT TO RUN. IT COULD BE A ONE DAY EVENT AT A PUBLIC LOCATION OR POSSIBLY AN ONGOING EVENT FOR A FEW WEEKS WITH VARIOUS DROP-OFF LOCATIONS AROUND YOUR AREA. PLEASE KEEP IN MIND COVID -19 HEALTH PROTOCOLS !!!

DECIDE HOW TO COLLECT

THERE ARE DIFFERENT WAYS TO COLLECT FOOD DURING A FOOD DRIVE. YOU CAN SET UP ONE DROP-OFF LOCATION WHERE PEOPLE CAN BRING THE ITEMS TO YOU. THIS ROUTE MEANS YOU WANT TO SET UP IN A BUSY LOCATIONS THAT'S NOT OUT OF THE WAY. YOU CAN ALSO SET UP MULTIPLE DROP--OFF LOCATIONS AROUND THE AREA WITH VISIBLE SIGNAGE AND VOLUNTEERS COLLECTING.

MAKE IT SIMPLE!! CONFUSING OR COMPLICATED SYSTEM WILL MAKE PEOPLE NOT WANT TO DONATE!!



CHARITY FOOD DRIVE

SUPPLIES

WHEN A LOCATION HAS BEEN DECIDED MAKE SURE IT HAS THE PROPER SUPPLIES NEEDED FOR THE VOLUNTEERS.

YOU NEED THINGS LIKE TABLES, CHAIRS, BOXES, BAGS ETC. ANYTHING YOU FEEL WOULD MAKE THE EXPERIENCE MORE!

MAKE IT ENJOYABLE FOR YOUR VOLUNTEERS AS WELL AS THE VISITORS DONATING . IF IT'S COLD, PROVIDE COFFEE OR HOT CHOCOLATE. IF IT'S WARM, PROVIDE SOME JUICE OR POP!.

SPREAD THE WORD

LEADING UP TO THE EVENT YOU WILL WANT TO PROMOTE YOUR FOOD DRIVE AS MUCH AS YOU POSSIBLY CAN. YOU CAN START WITH POSTERS AND FLIERS AROUND THE COMMUNITY OR MAKING AN ANNOUNCEMENT AT THE LOCAL SCHOOLS. A SHORT PRESS RELEASE TO YOUR LOCAL NEWSPAPER OR NEWS ORGANIZATIONS WILL HELP GARNER SOME INTEREST AND POSSIBLY EVEN SOME LOCAL COVERAGE OF THE EVENT AS WELL. YOU CAN ASK THEM TO BE PRESENT FOR COVERAGE OF THE DONATIONS OF THE ITEMS AT THE END OF THE EVENT. SOCIAL MEDIA IS ANOTHER POWERFUL TOOL FOR ADVERTISING NOW A DAYS AS WELL FACEBOOK, TWITTER AND OTHER PLATFORMS ARE GREAT FOR GETTING A MESSAGE OUT TO A LARGE AUDIENCE VERY QUICKLY AND EASILY. EMAILS ARE OTHER CREATIVE TOOLS THAT CAN HELP PROMOTE THE EVENT.

MAKE SURE IN YOUR ADVERTISING OF THE EVENT THAT YOU ARE CLEAR IN WHO IS HOLDING THE EVENT. WHAT FOOD AND ITEMS ARE NEEDED AND ALSO WHERE AND WHEN THEY ARE BEING COLLECTED. ALSO PROVIDE SOME CONTACT INFORMATION OF THE ORGANIZERS IN CASE PEOPLE WOULD LIKE TO GET INVOLVED.

TRACK DONATIONS

WHILE THE EVENT IS TAKING PLACE MAKE SURE TO TRACK YOUR DONATIONS AND DON'T BE AFRAID TO SHOW OFF YOUR PROGRESS EITHER. MAKE A BILLBOARD OR POSTER THAT DISPLAYS YOUR GOAL AND HOW CLOSE YOU ARE. UPDATE IT THROUGHOUT THE DAY AND SHARE YOUR PROGRESS ONLINE AND WITH ANYONE THAT COMES TO DONATE AS WELL.

MAKE SURE TO HAVE A LIST AND RECORD THE ITEMS YOU ARE RECEIVING. THIS WILL HELP THE FOOD BANK YOU ARE DONATING TO ONCE THE FOOD DRIVE IS COMPLETE WEIGH THE ITEMS AS WELL AND GET A TOTAL WEIGHT (THIS WILL BE FOR THE ELKS COMPETITION).



CHARITY FOOD DRIVE

STORAGE AND TRANSPORTATION

DEPENDING WHEN THE FOOD DRIVE IS COMPLETED YOU MAY NOT BE ABLE TO DROP THE RECEIVED ITEMS OFF IMMEDIATELY. IF THIS IS THE CASE YOU WILL NEED A SECURE LOCATION FOR THE FOOD UNTIL IT CAN BE DELIVERED.

MAKE SURE YOU HAVE ARRANGED TRANSPORTATION OF THE FOOD ITEMS TO THE FINAL DESTINATION AS WELL WHETHER IT BE VIA THE FOOD BANK OR A VOLUNTEER'S VEHICLE.

THANK THE COMMUNITY

THIS IS A VERY IMPORTANT STEP THAT MANY GROUPS FAIL TO DO. WHEN THE EVENT IS COMPLETE MAKE SURE TO THANK THE COMMUNITY AND LET THEM KNOW YOU APPRECIATE THEIR PARTICIPATION. TAKE OUT A SMALL AD IN THE PAPER OR PROVIDE A QUICK RADIO OR NEWSPAPER INTERVIEW. DO WHATEVER YOU CAN TO LET THEM KNOW IT'S APPRECIATED AND YOU ARE PROUD TO BE SERVING AND HELPING THE COMMUNITY.



CHARITY FOOD DRIVE

Checklist

LODGE NAME AND #: _____

DONATING TO: _____

GOAL: _____

LENGTH OF FOOD DRIVE: _____

HOW ARE YOU COLLECTING?: _____

WHEN AND WHERE?: _____

SUPPLIES:

CHAIRS

TABLES

BAGS

REFRESHMENTS

OTHER

PROMOTION: _____

STORAGE AND TRANSPORTATION: _____

TOTAL WEIGHT OF FOOD COLLECTED: _____