

# NVFS Food Drive Toolkit for Individuals



Thank you for supporting our community through a [NVFS Food Drive](#)! To help you get involved and organize your own food drives, we've created this handy toolkit, [Evergreen Food Drive Toolkit - Google Drive](#). Inside you can find tips for promoting your drive on social media, suggested hashtags to use, and sample posts to share. Feel free to use these resources as they are or customize them. We have also included additional graphics and logos to help you spread the word. Thank you for helping your neighbors get the healthy food they need to thrive!

For questions, contact **Navara Cannon**, Community & Volunteer Engagement Manager at [ncannon@nvfs.org](mailto:ncannon@nvfs.org), or **Jessica Warren**, Events Manager at [jwarren@nvfs.org](mailto:jwarren@nvfs.org).

## Food Donation Drop off Info:

**Drop off location:** NVFS' SERVE Campus, 10058 Dean Dr., Manassas, VA 20110

**Donation Hours:** Monday - Friday from 9 a.m. to 3 p.m. *Donations are not accepted on the weekends.*

Please note, if you are dropping off more than a truck load, contact Darrell Dixon at 571.234.9450.

## Hosting Your Food Drive

**Food drives are excellent ways to engage your family, friends, kids, and community to give back.** In addition to the logistics of getting the food together to drop off at [NVFS' Hunger Resource Center](#), you can have fun collecting the food and engaging your community! Here are some creative food collection ideas.

### Creative Food Collection Ideas

- **Choose a theme:** Give your drive a catchy and meaningful theme or team name to help advertise your drive to others.
- **Host a party:** Turn your drive into a fun event! Your house or block party can double as a food drive. Encourage your guests to bring donations while enjoying food, music, and games. This is a fantastic way to engage guests of all ages in giving back to their community.
- **Scavenger hunt food drive:** This idea is perfect for neighborhood kids. Make the process interactive by creating a list of needed food items and assigning points to each.



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- **Competitive food drive:** Form teams out of different departments at work, different streets in your neighborhood, or just divvy up friend groups into teams and compete to see who can gather the most!
- **Decorate the donation box:** Another wonderful way to get the kids involved during a get-together or individually at home. Have the kids decorate collection boxes that encourage others to give, express the importance of food, or look pretty and supportive of their community. These can then be used at home to collect food in, then picked up and dropped off at NVFS' Hunger Resource Center, or even left around the neighborhood, at supportive businesses, organizations to inspire others to fill them. If you wanted to, you could even make it a competition and award prizes or praise the best decorated boxes.

## Food Drive Collection and Drop Off

There are many ways you can gather up all the food to drop it off at [NVFS' Hunger Resource Center](#). Here are some ideas:

- **Single site drop-off:** Food drive participants can all meet and load up one designated car to take the food to the food drive.
- **House to house collection:** Designate a person, or people, to visit all the houses or collection locations and stuff their car, SUV, or truck with the food. To make it convenient, pick a date and time in advance and boxes or bags of food can be left out on the porch. Then you can take all of it to our drop off site in Manassas and we'll help unload. This is a great chance to get the kids involved by decorating the boxes or bags they've used to collect their food donations!
- **Carpool:** If one vehicle isn't enough, fill multiple vehicles with the collected food and drive to the Manassas drop off together.

<h3>Social Media Best Practices</h3>
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**Social media** is a powerful way to **connect** with your friends, neighbors, and community members. It's also a great platform to **show your support and dedication to community** involvement.

- **Connect the event to a meaningful aspect of your involvement!** Share **why** you're collecting food or donations and how your efforts contribute to supporting children, their families, and our community. **Highlighting your commitment** to these causes not only strengthens your community impact but will also resonate with the social network you want to engage.
- Use this opportunity to **highlight a specific project or initiative** related to your event. Explain how this effort will help you achieve any goals you or your organization may have to make a positive impact on the community.

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- Whenever you can, **include a graphic, photo, or video in your posts**. Social media platforms often **prioritize content with visual elements**, which can **increase the visibility** of your posts. Consider using images or frames related to the event and sharing pictures of the drive and your donations. You can find NVFS logos and other visuals in the Google Drive folder where you accessed this toolkit. **Leveraging these resources can boost your promotional efforts**
- Consider **linking to NVFS' event page** to provide more details about your team's commitment to supporting children, families, and the community.
  - Link: [www.nvfs.org/our-services/health-well-being/food-assistance](http://www.nvfs.org/our-services/health-well-being/food-assistance)
- **Tag Northern Virginia Family Services** social media channels in your posts.
  - Facebook: <https://www.facebook.com/NoVAFamilyService/>
  - LinkedIn: <https://www.linkedin.com/company/northern-virginia-family-service>
  - Instagram: <https://www.instagram.com/northernvirginiafamilyservice/>
- **Use hashtags** to help viewers **easily find and engage** with your posts, boosting social media interaction. Limit your hashtags to **three to five per post**. Here are some relevant hashtags you might consider:
  - #NVFS
  - #communitysupport
  - #giveback
  - #volunteer (if applicable)
  - #fooddrive
  - #endinghungertogether
  - #foodforall
  - #communityimpact

## Sample Social Posts

Below are **sample posts** you can use directly or adapt to fit your needs. **Remember to customize the posts with information about how your networks can get involved with your food drive plans.**

### Facebook

- We're teaming up with @NoVAFamilyService for a #FoodDrive to make sure kids and families in Northern Virginia have access to the food they need to thrive. You can join in and #giveback too! **<Enter your food drive info here.>** #CommunitySupport #EndingHungerTogether
- Help us fight food insecurity for Northern Virginia families! We're partnering with @NoVAFamilyService for a #FoodDrive to provide crucial support to local families in need. Contribute to this important cause by **<Enter your food drive info here.>**

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#CommunitySupport #GiveBack #FoodForAll

## Instagram

- Do you value your community? I do too! That's why I'm joining forces with @northernvirginiafamilyservice for a Food Drive. By donating non-perishable food items, we can make a significant impact and help ease the challenge of food insecurity many families face. Get involved by <Enter your food drive info here.> And share your favorite food that you'll be donating and why! Whether it's part of a special memory, a feelgood canned good, or something that just brings you joy, I'd love to hear it! #CommunitySupport #GiveBack
- I'm excited to join @northernvirginiafamilyservice for a #FoodDrive to support families facing food insecurity. <Enter your food drive info here.> Make a difference with me! Your support can truly make an impact! #CommunitySupport #FoodForAll

## LinkedIn

- I'm dedicated to bringing change to my community. By partnering with @northernvirginiafamilyservice, I can help create a lasting impact to better the lives of local families. I'm proud to participate in a food drive and hope that you'll join me! <Enter your food drive info here.> #giveback #communitysupport #fooddrive
- Our community is important, which is why we're partnering with @northernvirginiafamilyservice for a #FoodDrive. Your donation can make a significant difference for families facing food insecurity. Join us in supporting those experiencing hunger. <Enter your food drive info here.> #GiveBack #CommunitySupport

## Sample Email Invitations

Below are **sample emails** you can use directly or adapt to fit your needs. **Remember to customize the posts with information about how your networks can get involved with your food drive plans.**

**Subject:** Let's Make a Difference Together: Join Me for NVFS' Food Drive!

Hi [Friend's Name],

Lately, I've been thinking about how we can make a meaningful impact in our community. I'm taking part in a food drive to help families in need, and I would love for you to join me.



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I believe that small acts of kindness can ripple out to create big changes—and it would be even more special to do this with a friend like you.

If you're interested, let me know, and I'll share more details. Together, we can make a real difference.

Hope you'll join me!

[Your Name]

**Subject:** Want to Join Me for a Food Drive?

Hey [Friend's Name],

Hope you're doing well! I'm getting involved in a food drive to help out families in need, and I thought it'd be great if we did it together. It's a simple way to give back, and I know it would feel even better doing it with a friend.

If you're up for it, let me know! I can send over the details – together, we can make a difference.

Talk soon!

Cheers,

[Your Name]

**Subject:** Join Me in Supporting NVFS' Food Drive

Dear Friends, I am participating in Northern Virginia Family Services' Food Drive in support of our local community. There are many local families who experience hunger and food insecurity. I'm collecting food and donations so people have the food they need to thrive.

Every donation of non-perishable food items or cash will benefit Northern Virginia Family Services, a nonprofit organization close to my heart.

Every contribution, no matter the size, will go a long way in supporting families. If you would like to donate, here are the details:

- **Dates:** [Start Date] to [End Date]



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- **Drop-off Location:** [Location]
- **Most Needed Items:** Canned fruit, applesauce, canned vegetables, canned meat & fish, canned potatoes, instant mashed potatoes box, beans (all types) and lentils, soup, broth and stock, pasta sauce, pasta, rice, coffee and tea, one-box meals (like Hamburger Helper), peanut butter, jelly, cereal, oatmeal, pre-made baking mix, flour, sugar, shelf-stable milk, cooking oil and spray. *Gluten-free, low-sodium, and low-sugar items are always needed!* If you'd like to get involved or have any questions, please don't hesitate to reach out.

Thank you for your generosity and support!

Best regards,

[Your Name]

Graphics to use on social media and/or email
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Join me in the fight  
against food insecurity &  
donate to NVFS' Hunger  
Resource Center

