



Harvest Drive Distribution Site Best Practices

Best Practices

- Engage your entire school. Encourage meaningful participation where students know why and who they are giving to.
- Build excitement through events and competition
 - *Create tradition in all aspects of the project
 - *Reward the classes or organizations that truly go above and beyond in their efforts
- Make the project visible
 - *Show the Harvest Drive video at lunch or in study hall
 - *Place student made signage throughout the school
 - *Promote your efforts on your website, robo dialer and marquee
 - *Have your staff wear the orange Harvest Drive shirts on specific days leading up your distribution.
 - *Encourage your sports teams to have an “orange week” where all sports teams playing wear some orange to show their commitment to alleviating hunger in our community
 - *Advertise collections at your home football games
 - *Have a harvest-themed door decoration contest beginning two weeks prior to your distribution.
 - *Seek out media coverage for your efforts
 - *Engage your community partners in packing and distribution
 - *Utilize email, text and social media to communicate your collection efforts.
- Fundraising
 - *Allow your students to take lead on fundraising ideas and projects.
 - *Engage in a combination of club led efforts and school-wide efforts like “5 minutes of cheese”
- Engage your feeder schools in meaningful participation in the project.
 - *Share your excitement
 - *Invite them to your school for packing and distribution
 - *Share photos of the event stressing the importance of their collections.
 - *Stress the importance of every donation
 - *Ask your feeders to bring in what you need most. You can be specific.
 - *If possible, create opportunities for your students to interact with the feeder schools
- Make sure your social worker and your site coordinator are communicating regarding the number of families being served and ensuring that all bags find a good home.

All of these ideas and many more can be found on the Harvest Drive website: Harvestdriveflorida.com under the school resources tab.



Effective, Creative and Simple Innovative ideas to Harvest Your Drive

-Social Media

- *Encourage your students to use their phones for good.
- *Utilize Facebook and Instagram (get artsy) to promote the project
- *Have your student leaders create regular, fun and engaging snapchats of the process including a Harvest Drive 2024 geotag.
- *Utilize #Harvestdrive 2024 for twitter
- *Selfless selfies. Provide opportunities for students to take a selfie when they bring in their non-perishables and encourage them to share them. Have students make a Harvest Drive photo frame for this.
- *Communicate to parents through email and text (Some of us are not so good with other methods.)

- Stickers

- *Middle and High School level- provide students who bring in non-perishable items on a specific day with a sticker similar to the "I voted" sticker. Everyone loves to have that small but visible indication that they did the right thing that day.
- *Elementary – send students home with a sticker reminding them what they should bring in as a donation and then give the "I Harvested" sticker once they have brought in their donations.

- Donut parties for classes who collect the most *cost-effective and motivating

- Harvest Days at Publix

- *Engage in as many as possible. You get so much of the food and funds you need plus the kids really like it.

- Harvest t-Shirts

- *Make sure your most involved students get them.
- *Utilize them at Harvest Days.
- *Have your core team of students and staff wear their shirts on specific days of the week to drum up excitement.
- *Communicate to parents through email and text (Some of us are not so good with others)

-Create Harvest Drive traditions

- *Encourage your students to engage in a fun and meaningful project to increase collections.
- *i.e. McArthur High has hosted a dance for Apollo Middle School, Dancing with Staff at Glades Middle, Staff vs. Staff basketball game at Westglades Middle.
- *Create a Harvest Drive mural at your school
- * Engage your video and yearbook students to record and share the good you are doing.

If you have any questions on the information above please reach out to

Renee Herman Reho7@aol.com 954-444-5548 or Amy Freund afreund@bellsouth.net 954-651-0772