



Harvest Drive Distribution Site Best Practices (2018)

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 2017 geotag.
- *Utilize #Harvestdrive 2017 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 hosts 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
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