



HOW TO INVOLVE THE ENTIRE SCHOOL IN COLLECTIONS 2018

Ideas Applicable to Middle and High Schools

Important First Steps:

- ❖ Include information on your Harvest Drive on your school's website including a link to www.harvestdriveflorida.com
- ❖ Show the new Harvest Drive video to as many students and classrooms as possible.
- ❖ Reach out to parents via messages on your school marquee, Robocalls and texts.
- ❖ Utilize Remind 101 to coordinate your student volunteers throughout the project.

Raising Awareness:

- ❖ Raise awareness and collections utilizing social media. Make either October or November **Hunger Awareness Month** at your school.
- ❖ Choose from our list of Hunger Facts or research some of your own. Choose a Hunger Fact of the Day or of the Week and tweet it with your school's name and Harvest Drive or post it on Instagram with an eye-catching photo.
- ❖ Have a "Wear Orange" day to raise awareness of hunger. Encourage your staff and administration to participate. Take pictures and encourage students to utilize social media to share their enthusiasm for the project.
- ❖ Put some selfies to good use. Have students take selfies as they bring their non-perishable items to school. Urge creativity so that they can get as many "likes" as possible.
- ❖ Have your leadership groups –SGA, NHS, NJHS, JROTC etc. sit in their meetings and use social media to spread the word about the Harvest Drive. Guide them with messages to promote their peers' participation in the school-wide event. Make Harvest Drive at your school a "kid thing" and let them generate enthusiasm at their level.

Raising Food & Funds:

*The Harvest Drive commits to either a gift card or the purchase of perishables to complete a Thanksgiving meal for our recipient families. We also commit to at least 7-10 full bags of groceries. Shortages in food collections and gift cards/perishables need to be purchased through a combination of fundraising activities by schools and financial support from the Harvest Drive. *The Harvest Drive team has the ability to purchase in advance some of your hardest to collect items. We will be asking you what you would like us to order for you. This money comes from grants written by the Harvest Drive team.*

- ❖ Harvest Days at Publix or Walmart – Have students solicit food and/or funds at Publix or Walmart. Working in a pre-approved situation (Publix has assigned



- stores to each distribution site. Other stores can be approached) Students kindly ask shoppers to pick up an item on the “Harvest Drive List” while they are shopping. We also provide shoppers with a list of BOGO’S so that the shopper can buy one for themselves and donate the free item if they wish. Some sites do not ask for money but customers often volunteer to give it. We never say no to that. *Please book your Harvest Days as soon as possible! October is the best month to collect.
- ❖ Have a Staff vs. Staff Basketball game. Sell tickets to raise funds to pay for the gift cards for families use to purchase the perishable items that go into a Thanksgiving meal.
 - ❖ Engage your entire school in “Pennies for Pizza” or “5 minutes of cheese” This short easy fundraiser has raised as much as \$1000-\$3000 at numerous schools throughout the County.

The process is pretty simple:

*Get a donation or sponsor for 5-7 pizzas from a local pizza place. Make a zip lock bag for each teacher with his or her name on it. Place the bag in their box on the day of the event. Publicize the event for a week or two in advance and pick the period that best works for you to collect. On the day of the event, have the Principal go on the PA system at the beginning of the period and give the “start” signal. For 5-10 minutes’ tops, every classroom collects as much money (change or whatever the kids want to donate) in the ziplock bag. A crew of SGA or NHS students needs to be waiting in a supervised room. When the time is up – again announced on the PA system, someone from each classroom brings in the bags and the counting begins. Before the end of the period, the classroom with the most money donated gets the pizzas that are waiting “hot” in the office. *Some schools prefer to count the day of the challenge and provide the pizzas the next day. Some schools also prefer to do a breakfast food like donuts.*

- ❖ Allowing students/parents to donate money online
- ❖ Invite your business partners to “Harvest” with you. Let them know that your school is part of the Harvest Drive and ask if they would like to join you in assisting local families in need.
- ❖ Include an educational component in your request for donations of food and funds. Whenever you solicit donations, include a hunger fact. Make sure your students know why they are sharing these donations and where they are going.



Middle School

- ❖ Show the Harvest Drive video to all homerooms. Teach them why participating in the Harvest Drive is important. The Harvest Drive is an opportunity to participate in acts of kindness, experience kindness and to witness kindness.
- ❖ Contests by grade.
- ❖ Assign specific items to homerooms and/or grade levels.
- ❖ Reward participants with a dress down day or dress down week.
- ❖ Rewarding participants with dances and or having a dance to raise non-perishable items or money.
- ❖ Posters throughout the school.
- ❖ Announcements.
- ❖ Incentives for teachers (Do not forget to involve your staff in collections and incentives.)

High School

- ❖ Sharing the Harvest Drive video with as many classes/clubs as possible – Teach the students why it is important to participate in the Harvest Drive. The new personalization period in 20 High Schools provides a new opportunity to share the video, the realities of hunger and the importance/necessity of giving back to our community.
- ❖ At your September/early October ICC meeting establish a Harvest Drive Super Committee. Invite leaders from clubs throughout your school to be part of this committee, taking lead on the project from beginning to end.
- ❖ 2-4 non-perishable items get you into a pep rally.
- ❖ Add \$1 or more to Homecoming Ticket prices. Proceeds to pay for shortages/gift cards.
- ❖ Contests within a group/class period such as DECA or Debate.
- ❖ Club quotas - dividing the list of items needed among clubs. Set goals for them or ask each club to pledge an amount of food/funds they will raise. By assigning groups one item each to collect, items can be counted and have the expiration dates verified by the group that collects.
- ❖ Thank you notes to classes or clubs who meet their goals.
- ❖ Timeout for Turkeys - Bucket to collect cash at football games home and away to raise \$\$
- ❖ Have an “Orange Out” theme for a home football game. Encourage all students attending to dress in orange. This would also be a great time to collect additional non-perishable items or donations as part of the entry fee.
- ❖ Sports Teams – similar to wearing pink for Breast Cancer. Allow teams to purchase orange socks and or practice tees to wear with their uniforms during the month of November. Funds raised will be used to purchase shortages in collections and gift cards for perishables.



Additional Distribution Site Specific Ideas:

- ❖ Realize that the Harvest Drive is also a community relations event. Invite local businesses to come out and volunteer with your distribution, take photos and recognize their participation at your next chamber of commerce meeting. You may find that you are actually offering these businesses an opportunity to do something that they really want to do.
- ❖ Invite your existing business partners out to help with distribution. Again, they may appreciate this simple yet wonderful way for them to give back to their community.
- ❖ Encourage ownership of the project among your feeder schools as well. **Schedule a kick-off meeting with your feeder school key contact people.** The Harvest Drive team would be happy to come speak at these meetings if you would like us to. At this meeting, invite your feeders to participate in the packing and distributing process. Invite your feeder school principals to the packing and distribution. Once the distribution is complete, along with a thank you, send your feeder schools either photos or video so that they can see the role that their contributions played in the drive. Ask that these photos and videos be shared with the students who participated as well as their school PTAs.