

Easy Steps to Organize & Conduct a Pet Food Drive

STEP ONE: Choose your Type of Event, Location, Date and Time

- Choose a location to hold a one-day event held in a prominent location with colorful signage and manned by enthusiastic volunteers generates excitement.
- We suggest Ralph's, Albertson, Von's Walmart, or Petsmart Brea
- Best Days/Times: Saturday – 10am-3pm; Sunday 11am-2:30pm
- Always ask permission from a Store Manager, find out the best date, and set the time for the drive. Obtain a copy of the manager's card to turn in with your **Report** to Cats In Tow.
- Students are more successful with one, two or three day events i.e. Friday, Saturday, Sunday
- Churches, companies, or clubs may promote a pet food/supplies drive and offer 1 or 2 collection days with decorated bins for drop-off

STEP TWO: Recruit Volunteers to Help

- Students earning Community Service Hours should ask fellow students who also need CSH. Others, ask your friends and family, neighbors and co-workers. Start with the people you know; they might know others who want to get involved.
- Use free, popular social networking sites to get people involved. Be sure to include the pertinent details (when, where, contact information) and a compelling description of the project that will make people want to join you.
- Set up assignments or roles for your volunteers that are easy to achieve goals within your timeframe.
- Make a list of any equipment needed – tables, chairs, big boxes to collect donations, balloons, tape, scissors, pens, pencils, etc. and decide who will bring what to the event.

STEP THREE: Get the word out – Promote-Promote-Promote

- Start by creating a flyer that provides the details of who, what, where, when, how and why. Post your flyers all over town (with permission, of course).
- Use Facebook; Instagram and E-mail to distribute flyers to everyone you know and ask them to post the flyers in their workplaces and the businesses they frequent. Word of mouth is also very effective – and free! Team members should spread the word to their friends, family, neighbors, co-workers and fellow animal lovers.
- Make copies of the Shopping List so you can provide Shoppers with the "Shopping List" when they enter the store – this generates successful results on the way out of the store.

STEP FOUR: Day of the Event

- If you're doing an event, use signage – such as posters, sandwich boards and banners – that will call people's attention to your drive. Streamers, flags, balloons, special T-shirts or costumes also can add a festive touch.
- If in front of store, hand out flyers to in-going shoppers who may pick up items as they do their regular shopping.
- Have a Donation Jar because some people might want to donate cash, so be prepared to accept money. Someone should always be responsible for the donation jar and you should periodically put \$\$\$ in a safe place to prevent loss. This money is goes for our VET FUND—do not purchase food/supplies.
- Use the **PET FOOD DRIVE COMMUNITY SERVICE HOURS REPORT** to count the quantities of food and supplies being donated. Set up one bin for dog food, one for cat food – one for supplies to make counting easier. A Copy of this completed report must be turned into Cats In Tow for their permanent file.
- Help to transport and deliver the donations to Cats In Tow Rescue should be arranged in advance. (See contact info below) – Locations: Brea or Anaheim
- At the end of the day **Always** make sure the area is clean and in order (no trash). Businesses appreciate helping considerate groups.
- Thank your volunteers sincerely and often during and after the event.
- Provide a complete list of the volunteers' names, contact information and hours to Mutts N Stuff – Cats In Tow Program so they can get appropriate Community Service Hour credit, if applicable.

We like to offer an orientation/presentation to volunteers so they know what Cats In Tow Rescue does and its successes! Contact: Judith Serafini, Director, catsintow@hotmail.com Phone: 714-878-1371