



FOOD BANK  
*of* ALASKA

# Food Drive Marketing Toolkit

# Welcome to the Food Drive Campaign Toolkit!

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Thank you for hosting a food drive through the Food Bank of Alaska.

Hi, I'm Leo Artola, Food Donation Coordinator at Food Bank of Alaska. This toolkit gives you everything you need to run a successful food drive and make a lasting impact.

## Your Efforts Matter

Every year, Alaskans collect 200,000 pounds of food through drives, providing nourishment and hope to families. Your leadership brings food and community together, expanding access to essentials for those facing hunger.

## What's Inside

- ✓ Step-by-step planning guides
- ✓ Ready-to-use promotional materials
- ✓ Most-needed food items
- ✓ Tips to maximize impact

## You Make the Difference

Every donation counts. Thank you for being part of our mission to ensure no Alaskan goes hungry.



**Leo Artola**

Food Donation Coordinator  
Food Bank of Alaska

# Key Messages

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## Feeding Alaska, Together!

Our food drive campaign is built around the theme “**Feeding Alaska, Together!**” emphasizing the collective effort required to combat hunger and highlighting the importance of community involvement in ensuring everyone has access to nutritious food.

### ■ Feeding Alaska

Join us in the fight against hunger.

### ■ Every Donation Matters

Each item you donate helps nourish a future.

### ■ Alaska Needs You

1 in 8 people in Alaska, and 1 in 6 kids, experience food insecurity.

### ■ Community Impact

Food drives strengthen our community and bring hope and nourishment to those in need.

### ■ Collective Action

Together, we can make a significant impact on hunger through donations, advocacy and volunteering

# Logo Files

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## HORIZONTAL



## VERTICAL



## BRAND MARK



Food Bank of Alaska's brand kit  
is available to download on

**Brandfetch**

Quickly access brand logos,  
images and color codes.

[Download logo files here](#)

# Flyer Templates

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\_\_\_\_\_ is sponsoring a

## FOOD DRIVE



**Items wanted:**

- Fruit cups
- Canned goods
- Cereal
- Peanut butter
- Beans
- Milk
- Soups
- Grains/pasta
- Dried fruit/meat

Scan here to discover additional items to donate: 

**DROP OFF LOCATION** \_\_\_\_\_



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\_\_\_\_\_ is sponsoring a

## FOOD DRIVE



**ITEMS WANTED**

- ▶ Canned Food
- ▶ Dried Pasta & Beans
- ▶ Fruit & Vegetables
- ▶ Dry Cereals
- ▶ Peanut Butter

We're accepting non-perishable items through: \_\_\_\_\_

Scan here to discover additional items to donate.  Thank you for your support.



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SPONSORED BY \_\_\_\_\_

## FOOD DRIVE



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Access Canva templates here

For assistance with using these Canva templates, please email [media@foodbankofalaska.org](mailto:media@foodbankofalaska.org).

# Social Media Copy

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## Post 1: Awareness

Get Ready, Alaska! 📣 Our annual Food Drive Campaign is kicking off soon! 🥗 Join us in the fight against hunger and help us provide nutritious food to those in need. Every donation counts, and together, we can make a difference. Stay tuned for more details on how you can get involved!

## Post 2: Happening Now

It's Food Drive Time! 🚧 Our Food Drive is in full swing, and we need your help! Drop off your non-perishable food items at our collection points and be a part of the solution to end hunger in Alaska. Let's come together and make sure no one goes hungry this season.

## Post 3: Last Chance

Last Chance to Donate! ⏰ The Food Drive is wrapping up soon! If you haven't had a chance to contribute, now is the time. Every can and box makes a huge difference in the lives of Alaskans facing food insecurity. Let's finish strong and show our community what we can achieve together.

## Post 4: Thank You

Thank You, Alaska! 🎉 Our Food Drive Campaign has come to a successful close, and we are thrilled to share the results! Thanks to your incredible generosity, we collected **[X amount of food/items]** to help families in need. Together, we are making a real impact.

# Sample Newsletter and Website Content

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## Thought Starters

### Share Your Motivation

"Why We're Hosting a Food Drive: Our team at **[Your Organization]** is committed to making a difference in our community. With 1 in 7 Alaskans facing food insecurity, we felt compelled to take action. Join us in this vital cause and help us ensure everyone has access to nutritious food."

### Promote Your Event

Mark Your Calendars! Our food drive kicks off on **[Date]** and runs through **[Date]**. Drop off your non-perishable food items at **[Location]** and help us reach our goal of **[Goal Amount]**. Together, we can fight hunger and support our community.

### Encourage Participation

Food Drive Update: We're off to a great start, but we still need your help to reach our goal! Bring your donations to **[Location]** and be part of the solution to hunger in our community. Every item makes a difference!

### Celebrate Success

Thank you for your support! We are thrilled to announce that we collected **[Total Amount]** during our food drive. Your generosity will make a significant difference in the lives of many Alaskans. Thank you for standing with us in the fight against hunger."