



Your Food Drive Toolkit

Thank you for partnering with The Food Depot to host a food drive and/or fund drive! Your support of The Food Depot's vision of a healthy, hunger-free New Mexico will make a difference in our community. Use the resources in this toolkit to confidently spread the word about your drive.

Your communications team at The Food Depot is always here to help:

Events and Outreach Coordinator: events@thefooddepot.org

Communications Coordinator: media@thefooddepot.org

Resources

Flyer: Use the flyers to promote your food drive to your employees, customers, or community members. Simply download the PDF and fill in your organization's information.

Social Media Graphics: We encourage you to post about your food or fund drive on social media. Use our white or yellow premade graphic and create your own copy for the caption or use the copy blocks provided in this toolkit.

The Food Depot Logo: The Food Depot logo is available to use when sharing about your food or fund drive. We ask that partners use the logo file in its original form and **do not edit** The Food Depot logo, including changing the shape, cropping, colors, etc.

Food Drive and Toiletries Drive Posters: Hang these posters around your business, school, community, church, etc. to help share The Food Depot's most requested items. Using these posters will help people donate with confidence. Both the food drive and toiletry drive posters are available in English and Spanish.

Copy Blocks for Social Media and Email: Use these copy blocks to share information on social media channels and through email. Simply fill in the necessary information for your organization, and you're ready to go! Spreading the word about your food drive and/or fund drive will make an even bigger impact on hungry New Mexicans.

Press Release: This template is available if you are interested in sharing your food or fund drive with local media outlets. For help with press releases, please email media@thefooddepot.org.