

# **7 Quick Tips for Food Donor Recruitment**

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Vancouver  
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# **Tip 1**

## **Organize Your Info**

- **Food donor brochure**
- **Info sheet**
- **Sheet to post on site**
- **Food donor agreement**
- **Food safety sheet**
- **Short program video**
- **Food donor and community partner testimonials**
- **Media sheet**



# **Tip 2**

## **Use Multiple Recruitment Strategies**

- **Email**
- **Mail outs**
- **Calls**
- **Site visits**
- **DM through social media**

**Important: develop a recruitment plan and track your outreach**



# **Tip 3**

## **Media Engagement**

- **TV**
- **Print**
- **Radio**
- **Podcasts**





# **Tip 4**

## **Think Geographically and Seasonally**

- **Food donors near your location**
- **Think about strategic times to ask**



# **Tip 5**

## **Collaborate**

- **Get to know other food recovery organizations and work together**



## **Tip 6**

# **Food Donor Champions**

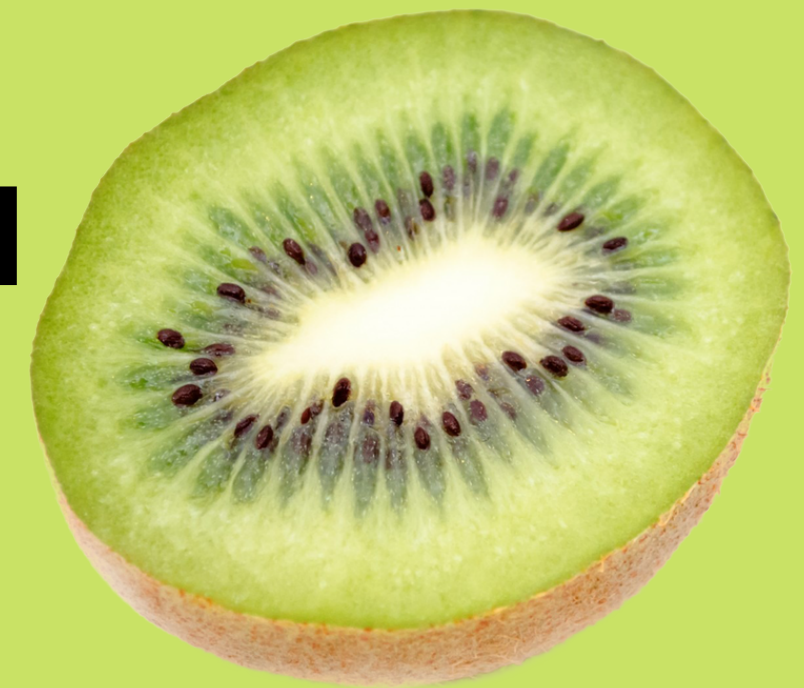
- **Among your food donors, identify leaders who will champion your program in the media, panel discussions, social media, to their colleagues, etc.**



## **Tip 7**

# **Keep Your Food Donors Engaged**

- **Regular thank you notes**
- **Annual feedback surveys**
- **Impact reports**
- **Recognize them on social media and media**





**Thank you**

**Please share your tips & ideas too**