

# Student Org Donation Drive Guide

UW FOOD SHARE PANTRY



UW

Food Share Pantry

So, your organization has decided to organize a donation drive for the UW Food Share Pantry—terrific!

Ultimately, it is your organization's responsibility to do the main share of planning and organizing your event, but we want to be sure your event goes as smoothly and successfully as possible, so we have put together this guide to help you in your efforts of putting an end to food insecurity on our campus.



First, you need to figure out:

1. Who - delegation and target audience?
2. When - what is the date and time of event?
3. Where - on or off campus?
4. What - types of items you are requesting?
5. How - what method are you using to collect your donations?

# Who

## AUDIENCE

First consider who you are wanting to target for donations for your drive and/or who you want to attend your event. Will you solicit students, Laramie Community members, a particular sub-population? Once you figure out who your intended audience is, it will be much easier to decide on the other details of your drive as well as your marketing efforts.



## DELEGATE

Thankfully, you're not planning and putting on this drive by yourself; you have a whole group to lean on. Decide who in your group will be in charge of certain aspects of the event, both in the planning stage and during the actual drive itself.

# When

The fall and winter months, especially around the holidays, tend to be popular times to host donation events, but the need for food still exists outside of these times—don't be afraid to host a donation drive in the spring and summer months either! Consider if this will be a one-day event or if you will be accepting donations for several days, or even weeks.



# Where

Will you be hosting your donation drive on campus or out in the community? Be sure that you have contacted the necessary people to get permission to host your drive, even if you just plan to set out collection boxes. If your event is on campus, be sure to check the [Union reservation website](#) or contact Central Scheduling.

# What

What types of items will you be requesting for your drive? The UW Food Share Pantry accepts food donations as well as hygiene supplies (toothpaste, soap, menstrual products, etc.) and cleaning products (laundry detergent, dish soap, etc.). We also accept baby products like diapers and baby food. Consider whether you want to host a food drive or a drive specifically for some of these other high-demand products.



# How

Depending on the Who, When, Where, and What of your event, how you will collect your donations may follow naturally. It's perfectly acceptable to simply set out collection boxes throughout the space and timeframe specified, however, you may want to consider some other possibilities like asking for donations as an 'entry fee' for an event, or encouraging some friendly competition.

# Marketing

## ON CAMPUS

Student Organizations can utilize the numerous resources available on campus to help promote their events. Please read through this [marketing opportunities page](#) to understand what options are available, including the poster run. This page will also give you information on policies and time-frame requirements.

Some departments and units on campus have their own bulletin boards or advertising spaces that are not included in the poster run. If you wish to advertise in these locations, be sure to get permission first from whoever is in charge.

## OFF CAMPUS

If you wish to advertise your event throughout the Laramie community (or elsewhere), there are numerous businesses and organizations that would be happy to advertise your event. When choosing locations to advertise, consider your target donor audience and where they might be most likely to frequent. And of course, be sure to get permission from the appropriate person.

# ONLINE MARKETING

If your group has a social media presence, it's easy to advertise to your followers. Encourage them to "share" with their friends and followers as well. Email marketing can also be an effective tool.

# DESIGN ELEMENTS

At the very least, your advertisements, whether physical or virtual, should include your organization's full name and the event name, date, time, and location. If you plan to use the UW Food Share Pantry logo in your design, you must get approval. You can scan and send your design for approval to [uwfsp@uwyo.edu](mailto:uwfsp@uwyo.edu).

Other things to consider:

1. Use colors, pictures, or graphics that relate to your drive or event to catch people's attention
2. Don't rely too heavily on text
3. Use appropriate contrast and colors to be inclusive to those with visual impairments
4. Use alt-text for anything shared online
5. Consider using the CSIL Marketing Office or Cowbell

# After the Event...

After your drive event takes place, your organization has several options for dropping off donations:

1. During open pantry hours (Tuesdays and Thursdays 2-5 PM, Fridays 10 AM-2 PM), feel free to stop by the pantry and drop off any donations.
2. You can also drop off any non-perishable items in our donation bins inside the east door of Knight Hall (outside the Dean of Students Office—Knight Hall, Room 128) or in the Union across from the information desk.
3. When the pantry is closed or for large donations, you can coordinate with the UW Food Share Pantry Staff about how to drop off your donations. You can email us at [uwfsp@uwyo.edu](mailto:uwfsp@uwyo.edu) or call the pantry at (307) 766-4022.





# *Let's Work Together!*

Thank you again for your support and helping to put an end to food insecurity on our campus. We could not do this work without the help of our wonderful campus community and organizations like yours. If there is anything not covered in this guide that you wish to know, please feel free to reach out to our Food Security Coordinator or Student Pantry Coordinator, whose contact information is listed above.



# **Resources**

**FEEL FREE TO  
USE ANY OF  
THESE FOR YOUR  
EVENT!**

## Donation Wish List

Want to contribute to the pantry but aren't sure what we need? Here's a short list of items that the pantry frequently needs.

\*Note: We are unable give out foods past the date on the packaging or items that have already been opened.

- ☐ Fresh produce
- ☐ Canned goods or meals (beans, soup, vegetables)
- ☐ Dry goods or meals (rice, lentils, boxed meals)
- ☐ Individually portioned snacks or juices
- ☐ Baking mixes and ingredients
- ☐ Condiments, herbs and spices
- ☐ Personal hygiene items (deodorant, tooth brushes, soap)
- ☐ Laundry detergent, dish soap
- ☐ Diapers and baby wipes



[Donation Wish List Small Link](#)  
[\(Canva\)](#)

# DONATION

Wish



List

## FOOD

- Fresh produce
- Dry beans
- Dry lentils
- Rice
- Pasta
- Individually portioned snacks (granola bars, chips/crackers, etc.)
- Individually portioned juices
- Canned or packaged meals (soups, chili, oatmeal, mac 'n' cheese, etc.)
- Canned tomato products
- Canned fruits
- Shelf-stable, non-dairy beverages (almond milk, soy milk, etc.)
- Baking mixes
- Cooking oil
- Condiments
- Herbs and spices

*\*Note: we are unable to give out foods past the date on the packaging*

## HOUSEHOLD

- Laundry detergent
- Dish soap
- Paper towels

## HYGIENE

- Menstrual pads
- Bar soap
- Shampoo/conditioner
- Body wash
- Deodorant
- Hand sanitizer
- Chapstick

## BABY

- Diapers
- Baby wipes
- Baby food
- Formula



UW

Food Share Pantry

[Donation Wish List Large Link \(Canva\)](#)

[RSO/Organization]

# Food Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by bringing any unexpired food items



[RSO/Organization]

# Hygiene Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by bringing unused hygiene items



[RSO/Organization]

# Baby Supply Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by donating unused and unexpired baby supplies



[RSO/Organization]

# Cleaning Supply Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by donating any household cleaning supplies



[Food Drive Flyers Link \(Canva\)](#)

[RSO/Organization]

# Food Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by bringing any unexpired food items



[RSO/Organization]

# Hygiene Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by bringing unused hygiene items



[RSO/Organization]

# Baby Supply Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by donating unused and unexpired baby supplies



[RSO/Organization]

# Cleaning Supply Drive

[Month, Date(s)]

[Time (if applicable)]

[Address/Location]

Support the UW Food Share Pantry by donating any household cleaning supplies



[Food Drive Instagram Post Template Link \(Canva\)](#)