



Animal Welfare League of Montgomery County
P.O. Box 7041
Gaithersburg, MD 20898
Website: www.awlmc.org
Shelter location: 12 Park Avenue, Gaithersburg, MD 20877

How to Host a Pet Food Drive: Businesses

Step 1: Fill out a pet food drive registration form

Fill out a Chompers Pet Food Bank Food Drive Registration form and email it to Chompers@awlmc.org. Your plan will be reviewed and you will receive an email response back within ten business days on whether or not your plan has been approved by AWLMC.

Step 2: Prepare your idea

- Create an approach that will help the AWLMC pet food bank and also will support your business.
- Think of an offer that will entice customers into the store and encourage donations, such as a small discount or free item for each food item donated.
- Make the offer simple and clear and something the employees can be excited to promote.
- Set a goal for money and/or food collections. Challenge the staff to meet the goal. Consider providing prizes or awards to employees that encourage the most donations.

Step 3: Market your idea

- Market your collection efforts and offer on your website and through mailings, ads, flyers and posters.
- Contact local newspapers for press releases and advertising.
- Be sure to include specifics such as the time period and exact requirements of the offer.
- Market the idea to employees and encourage their support and promotion of the offer.

Step 4: Collect donations

- Have a collection bin or area to hold donations. Be sure to have flyers or posters explaining the pet food drive and the offer.
- If people want to donate money, please direct them to our website www.awlmc.org.
- Be sure to thank the customers for donating in addition to providing the offer.
- Encourage staff along the way to achieve your goal and provide updates on progress.

Step 5: Wrap-up

- Tally the food donations and fill out the AWLMC Pet Food Donation form.
- Let everyone in your business know the final tally of food and thank the employees for helping with the drive.
- Load and deliver the food donations along with the donation form to AWLMC. (See prior page for drop off locations and times.) If you have a very large collection, contact AWLMC at Chompers@awlmc.org to arrange a day and time to bring the food to the shelter.