

#HungerActionMonth



# Formula Drive Toolkit



**Ending Infant Hunger**

[lifehouston.org/Get-Involved/HAM](http://lifehouston.org/Get-Involved/HAM)

Help us end infant hunger by hosting a formula drive to support families in the Greater Houston area.

## Tips for Hosting a Successful Formula Drive

- Choose a representative from your organization to manage the drive, including promoting it and organizing formula collection.
- Register your organization to host a drive at [lifehouston.org/HAM](https://lifehouston.org/HAM).
- Set goals, remembering that every donation, regardless of size, is valuable. Just one 12.5 oz can of formula can produce fifteen 6oz bottles.
- Create a collection system using small to medium-sized boxes for easier handling. Use readily available boxes and attach our downloadable posters for clear identification. Position the collection bins in high-traffic areas to maximize visibility.
- Promote your drive by using social media and tagging @lifehouston on Facebook, Instagram, X, or LinkedIn.
- Download our marketing assets, including a poster and flyer, using your Canva account. Once you have access, make a copy of the file to easily edit the date and add your logo as needed.
- Keep participants motivated by providing regular progress updates and reminders. You might also share stories from our story bank for added inspiration.
- Bring the collected items to any L.I.F.E. Houston location in sealed, clearly labeled boxes with your organization's name. For a list of locations, visit [lifehouston.org/ourlocations](https://lifehouston.org/ourlocations).
- Share the outcomes of your formula drive with your organization.



Download the Canva promotional poster.

**Ending Infant Hunger**  
[lifehouston.org/Get-Involved/HAM](https://lifehouston.org/Get-Involved/HAM)



Download the Canva promotional flyer.

# Frequently Asked Questions

**How can I promote the drive?** To promote your drive effectively, use online platforms like email and social media. After registering, you will receive our template email and posters. Share these with staff, display them in key locations, and post them on social media to increase interest.

**Is L.I.F.E. Houston able to provide staff assistance and support in promoting my drive?** While we are unable to provide personnel assistance for every formula drive due to limited staffing, you may request a representative to speak at your organization about L.I.F.E. Houston.

**Where can I deliver the donations?** L.I.F.E. Houston has 12 locations in the Greater Houston area where you can drop off your formula cans during regular business hours.

**How can I decide on my donation target?** Setting a goal is a great way to motivate donors and create a sense of accomplishment at the end of your drive. We recommend encouraging participants to contribute 1-2 cans or 2-3 other baby-related items.

**What items should we request via donations?**

**New and unopened**

**Formula for medical needs:**

- Similac Neosure
- Enfamil Enfacare
- Similac for Spit-Up
- Enfamil AR
- Similac Alimentum
- Enfamil Nutramigent
- Similac Elecare
- Nutricia Neocate

**Any brand of formula, including generic and store brands, in all sizes**

**(new/unopened):**

- Powder form
- Concentrate
- Ready to use

**Baby essentials (new/unopened)**

- Diapers, wipes, etc.
- Baby food
- Baby cereal

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