

TIPS FOR A SUCCESSFUL VIRTUAL FOOD DRIVE



ALAMEDA COUNTY
**COMMUNITY
FOOD BANK**

The most successful food drives have an inside advocate to champion the cause. There's no substitute for passion. Here are a few additional tips that will help you get the most from your inaugural **VIRTUAL FOOD DRIVE**.

SET GOALS

In the Virtual Food Drive, as in life, it can be tough to get there if you don't know where "there" is. Set your organization's goal – aim high – and off you go! You can monitor your group's progress anytime.

A LITTLE COMPETITION NEVER HURT ANYONE

Intra-departmental rivalries are a time-proven method for encouraging participation – and a great way to raise the stakes in the effort to feed 116,000 people each month in Alameda County. Consider creating teams (e.g. Accounting vs. Marketing, Tigers vs. Giants, etc.), throw out a challenge and watch the response!

REWARD THE EFFORT

We've heard some great stories over the years about incentives. Like the CEO who promised the employee with the highest donations his job for the day – including use of his car and a power lunch. Not willing to turn over the keys to the company? No problem. Getting management involved is the key. Pizza parties, casual days and the undisputed king of incentives – time off – are pretty effective, as well.

CONSIDER A COMPANY MATCH

Announcing a match of employee contributions is the surest way to let them know you'll work together to end hunger in Alameda County.

DON'T BE SHY

A Virtual Food Drive is a great marketing tool for your company. Let the local media know about your efforts. Include the Virtual Food Drive in your collateral. It may just inspire other organizations to get involved.

E-LECTRIFY YOUR DRIVE

Use the company newsletter and emails (with a link to your company's page on the Virtual Food Drive site) to spread the word and motivate everyone to chart your progress.

POST YOUR INTENTIONS

Use the posters and flyers the Food Bank provides to draw attention in high-traffic areas (and to draw attention to food-collection barrels if you're conducting a traditional food drive in conjunction with your Virtual Food Drive).

RELAX

The Alameda County Community Food Bank has received Charity Navigator's highest rating for nine consecutive years – a record of efficiency matched by only 1% of all charities. Rest assured that your Virtual Food Drive donations are in good hands.