

Fundraising and Food Drive Tips and Ideas

Thank you for your interest in hosting a fundraiser and food drive for Channel One Regional Food Bank. To contribute to the success of your efforts, we've compiled a list of tips and ideas!

Tips for Success

- Location. Location. Donation: Location is everything. The busier the location, the more donations you will receive.
- Get the word out! Reach out to local newspapers, radio stations, and social media to spread the word about your efforts.
- Use creativity to develop promotional materials and fliers. Decorate your collection bins. Hang your fliers EVERYWHERE!!!
- Create a Facebook event and invite all your friends and family members. Use your own circle of friends to get the word out.
- Set a goal and create a tracking system that your participants can see daily, this can include a thermometer, a chart, etc. Post the amount of donations you collect in the main collection area and the Facebook event.
- Take pictures and tag Channel One on your social media pages – We're always looking for great shots to put on the web!
Facebook: @channelonefoodbankandfoodshelf
Instagram: @channelonefoodbank
Twitter: @channel1foodmn
- Make sure you thank everyone that donates. Tell them just how awesome they are for supporting their local food bank.
- Have fun!

Creative Ideas for Unique Fundraisers and Food Drives:

- **Theme:** Develop a theme or theme days for the event or select some of the most need food items, i.e.:
 - Tuna Tuesday
 - Peanut Butter Thursday
 - MEAT the Need: Canned meat drive.
 - Make Every BEAN COUNT: Canned or dried beans drive.
 - Fill 'er Up, Stuff-a-Bus, Fill-a-Truck, Fill A Shopping Cart, Fill the CEO's office or other designated area with food.
 - Special Diets: Collect items such low-sodium, diabetic, or gluten free.
 - Kid Packs: For example, macaroni and cheese, alphabet soup, chicken noodle, instant oatmeal, peanut butter, pudding packs, applesauce, cereal grain bars, juice boxes, graham crackers, and fruit cup packs.
 - Hot Dish Drive: Ingredients to make hot dishes.
 - Winter Drive: Items like stew, chili, and hot chocolate mix (don't forget the marshmallows!).

- **Goal:** Set a poundage or financial goal. If reached offer a reward, maybe a casual day, free lunch, pizza party, etc.
- **Challenge each other:** Give certificates to departments that generate the most food/funds (per staff average). Keep a running tally posted in a visible area. Offer a pizza party or doughnut breakfast to the winning group.
- **Lottery/Raffle:** Set an amount of donations to earn a ticket to be entered into the lottery. Winning tickets will be awarded a prize, i.e. dinner for two, gift certificates, gas cards, electronic gadget, prime parking spaces, casual-dress days, sneak-out-early passes, etc.
- **Price of Admission:** If you are already having a company event during the drive, ask each participant to bring in canned goods for that event. If this is a large event, give a prize for the biggest donation.
- **Denim/Relaxed Days:** “Charge” employees a donation to Channel One to dress casually for a day. Give participating employees a sticker (Channel One has Denim Day Stickers available).
- **Display:** Create and post colorful paper cutouts (cans, apples, etc.) that are sold to employees/students for \$1. Hang them in the lunch or break room to show that the individual whose name is on the cutout made a gift to the drive.
- **Photo Opportunity:** For a \$5 donation employees/students can have their picture taken while sitting at the CEO/Principal’s desk.
- **Guessing Game:** The simplest version is a large jar filled with an item, candy, etc. Participants then pay \$1 to guess how many items are in the jar. The closest guess wins the contents of the jar.
- **Donate Your Weight:** Find the total weight of the kids in your classroom or management staff at your office, and use this number to set the poundage goal for your food drive. If your group comes in to the foodbank for a tour, they can all be weighed at once on our warehouse scales.
- **Neighborhood Pantry Cleanout:** Decorate paper grocery bags and hand them out to neighbors on your street. Explain the goal of your food drive and ask them to clean out their cupboards this week of anything they are willing to donate; leave a letter with the bag if they are not home. Collect the bags promptly as promised.
- **Skip A Meal:** Encourage employees to skip lunch or dinner once this week, and donate what they would have spent to the Fund Drive.
- **Double Your Donation:** Ask if your organization or business will match what your Food or Fund drive collects. They could pledge to match cash donations or to give \$1 per can or pound of food.
- **Have fun!**

More information and resources are available at helpingfeedpeople.org/donate

For questions regarding your fundraiser or food drive, please contact:

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