

# TIPS FOR A SUCCESSFUL VIRTUAL FOOD DRIVE

## DESIGNATE A VIRTUAL FOOD DRIVE CHAMPION

Have an inside advocate to champion the cause. There's no substitute for passion!

## SET GOALS

It can be tough to reach your target if you don't know what it is. Set your organization's goal and aim high! You can monitor your group's progress anytime throughout the process.

## 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! Create teams (e.g. Accounting vs. Marketing, Tigers vs. Giants, etc.), throw out a challenge, and watch the action take off!

## REWARD THE EFFORT

Provide incentives to get everyone energized. Getting management involved is the key. Pizza parties, casual days and time off are fun and effective. One CEO promised the employee with the highest donations her job for the day – including use of her car and a power lunch!

## CONSIDER A COMPANY MATCH

Announce a match of employee contributions. It's the surest way to let them know you support their good deeds.

## DON'T BE SHY

A Virtual Food Drive is a great marketing tool for your company. Let the local media know about your efforts and 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 Virtual Food Drive site) to spread the word and motivate everyone.

## POST YOUR INTENTIONS

Use the templates our Food Bank provides to attract attention in high-traffic areas (and to draw attention to food-collection barrels if you're conducting a traditional food drive, too.)

## RELAX

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



ALAMEDA COUNTY  
**COMMUNITY**  
FOOD BANK