



## Food & Fund Drive FUNdraising Ideas

What are the best ways to motivate participation, maximize donations and have fun? There are SO many ways to conduct a drive and motivate employees, vendors and customers to join in. What will it take? A little friendly competition? An incentive? Use your creativity!

Here are a few ideas:

- **Host a Virtual Food Drive:** As your organization's Food & Fund Drive Coordinator, streamline your fundraising with an online Donation Page. Get started at [SecondHarvestMadison.org/SYHVirtual](http://SecondHarvestMadison.org/SYHVirtual).
- **Fundraisers:** Hold a bake sale or potluck. Host a casual day at your office for a \$5 donation. Structure a competition or challenge between departments, floors or locations. Collect spare change. Invite employees and customers to throw a pie at their boss or customer service person in exchange for a donation. Hold a leadership jail and bail. Suggest employees brown-bag-it and donate the amount they would've spent on a restaurant lunch.
- **Food Drive Themes:** Create excitement and encourage donations of most needed items. Hold a drive for breakfast (cereal and canned fruit) or "brown bag" healthy kids' lunches or with peanut butter and jelly. Or incorporate days of the week in your theme such as Mac & Cheese Monday and Tuna Tuesday.
- **Market Your Food & Fund Drive:** NBC15 *Share Your Holidays* posters and cash donation container labels are available, and more marketing tools can be downloaded at [SecondHarvestMadison.org/SYHToolkit](http://SecondHarvestMadison.org/SYHToolkit). Use your company email, intranet, bulletin board, newsletter and paycheck inserts to spread the word.
- **Show Your Team's Progress:** Make a giant pie chart to represent a dinner plate to track the number of meals collected. A cash donation of \$1 provides 3 meals. One meal equals 1.2 pounds of food so, for example, 500-pound goal is equivalent to 417 meals or \$167.
- **Prizes or Incentives Spark Competition:** Reward participants with special treats, logowear, a jeans day, a half-day of PTO, or a week to sleep in an extra hour or leave an hour early. Get prizes or discounted services from other companies to urge participation. Retail and service businesses may offer free or discounted services to encourage customer participation.
- **Special Events & Competition:** Create enthusiasm for your drive with a kick-off event or a little friendly competition among classes. Invite your local newspaper and town officials to participate in newsworthy events. Share your event with Second Harvest, and NBC15 could send a camera crew to cover it.

Southwestern Wisconsin's **LARGEST** food & fund drive!