

Food Bank of Northeast Georgia



**Food Drives & Fund Drives
Campaign Handbook**

Dear Campaign Coordinator,

Thank you so much for your interest in helping in our fight against hunger by hosting an employee giving campaign. Over the past year, we have seen an increase in need of approximately 30%. Due to this increase in need, there's never been a better time to support the Food Bank of Northeast Georgia through an employee giving campaign.

Employee giving campaigns are an easy creative way to show your support for the community. Use this kit to help you plan fun activities to get your organization involved in hunger relief. In this kit, you will find creative ideas to garnish support of this campaign. Not only will employees have a great time participating in the campaign, but they will feel good about your company's support of the community.

Your role as the coordinator of this campaign is extremely important to the success of the event, but you don't have to do it alone. A representative from The Food Bank of Northeast Georgia is available for you to discuss any questions or concerns at anytime throughout the campaign. Below is a list of some best practices and variables influencing campaign results. Again, should you have any questions or concerns, please do not hesitate to contact Susan Dodson at communications@foodbanknega.org or David Williams at food@foodbanknega.org.

Top Variables Influencing Food Drive

- Did "CEO" personally address participants?
- Did "CEO" attend campaign event?
- Did the organization have a budget for the campaign?
- Did the coordinator contribute to the campaign?
- Did the coordinator feel supported during the campaign?
- Type of planning done for campaign
- Was there a goal set in the beginning?
- Were participants encouraged to contribute on more than one occasion?

Best Practices

- Create a Winning Team
- Develop a Plan for Success
- Set a goal
- Incorporate themes, special events, and incentives into your campaign
- Offer opportunities for participants to hear from Food Bank Representative
- Promote and Publicize your campaign
- Educate your participants about the Food Bank & ask them to give
- Thank everyone
- Wrap Up results

For almost 25 years, the Food Bank of Northeast Georgia and its supporters have provided millions of meals for hungry northeast Georgians. An effort like an employee giving campaign is one way to ensure there is food on the table for a neighbor in need. With \$1 providing 4 meals, a donation in any amount goes a long way to provide food for those struggling with hunger in our community.

Again, thank you for your support. We look forward to working with you.

Sincerely,

Susan Dodson
Director of External Relations

David Williams
Food Sourcing Manager

Getting Started

As our community partner, you and your co-workers (organization members) can help close the gap on missing meals in our community with just 5 easy steps. In addition to providing food or funds to support the vital work of the Food Bank, organizing an employee campaign also provides volunteer hours which benefit the Food Bank in many ways. Please keep track of the number of hours you and your team put into organizing and conducting this campaign and submit the total to the Food Bank staff at the end of your campaign.

5 Easy Steps

1. Form a team to help organize and conduct this campaign. The size of the team depends on the size of your entire group.
2. Set a time frame in which you would like to run this campaign. The length of the campaign depends on the size of your group.
3. Chose one or more of the creative ideas in this toolkit and set a goal of raising \$5 or 25 pounds or more per employee. (a \$5 monetary donation is equivalent to 25 pounds food donation)
4. Inspire and educate others. Promote your campaign regularly during the duration of the campaign. See ideas within this toolkit to create excitement.
5. Thank and recognize those co-workers or group members that participated in the campaign.



A gift of \$5 can provide all of this to a family in need.

The Impact of Your Donation

Gift	Meals
\$5	20
\$25	100
\$50	200
\$100	400
\$250	1,000

Ideas for a Successful Campaign

Promotion

Promotion is the key to any successful campaign. Start building awareness for your event a few weeks in advance. Here are some key strategies to use when promoting the event:

- ✦ Hang posters around the office
- ✦ Send out formal letter from “CEO” inviting everyone to participate
- ✦ Inform group of progress using emails and eblasts
- ✦ Make daily announcements – especially if you have an intercom system
- ✦ Send out teasers to group giving them a hint of the theme, activity, or event for the campaign
- ✦ Write an article about the campaign and prominently place in the newsletter
- ✦ Print flyers and distribute to group halfway through campaign
- ✦ Using address labels create stickers to remind group of campaign kick off
- ✦ Give out candy such as life savers, fireballs, extra gum, now & later
 - Life savers – you just might save someone’s life with your gift
 - Fireballs – get fired up about the campaign
 - Extra Gum – thanks for going the extra mile
 - Now & Later – what you do now will make a difference later
 - If applicable use social media such as Facebook and Twitter to promote campaign

Themes

Giving your campaign an overall theme can make the campaign lively and fun. Themes can also help to focus the events you have planned and can tie the entire campaign together. Be creative. Some examples include:

- ✦ Movie Theme: Mission Impossible
- ✦ Music Theme: “Ain’t No Mountain High Enough”
- ✦ Holiday Theme: Wrap it Up for the Food Bank
- ✦ Company Theme: Weight Watchers – “Drop Unwanted Pounds Here”
- ✦ Sports Themes: Step Up to the Plate
- ✦ Hunger Themes: We Can Make a Difference
- ✦ Miscellaneous: Building a Better Community, Giving is an Art

Ideas for a Successful Campaign

Activities

The goal of a successful campaign is to get participants excited about giving back. Making the campaign festive and upbeat is important. The following is a list of activities that will help make the campaign fun:

Competitions: Create competitions between groups (shifts, departments, floors, grades) to see who will collect the most money or goods. Groups compete for prizes or bragging rights.

Challenges: Have management or supervisory staff challenge all staff to contribute to the food drive. To take this a step further, the group that issues the challenge can match the amount brought in by the other group based upon a percentage of those that participate. For example, if 100% of the staff participate and bring in 50 lbs. the management staff will “match” this contribution bring in 50 lbs.

Donation Bags: One of the most successful corporate tactics! Plastic or paper bags are gathered or printed and given especially to employees. They are taken home and filled with food and returned. The bags remind employees of the food drive and make it easy to transport the food.

Make a Meal: Simply encourage participants to collect all of the non perishable items for their favorite meal for an individual or family. A twist to this could be a twist to the “Giving Tree Concept” where items are posted on a wall or bulletin board and participants “pull” the item from the board to donate.

Skip a Meal, “Feed a Friend”: Host an office-wide brown bag lunch day. Ask staff to donate the money that they would have spent on lunch to the campaign. Consider leaving brown bags around the office to advertise the event.

Jeans\Casual Day: Allow individuals to wear jeans or other type of dress (sports team t-shirts) if they meet their campaign goal. You can also sell dress down passes for employees to purchase for the privilege of dressing down. All proceeds to benefit the Food Bank of Northeast Georgia.

Preferred Food Items: Designate an “item of the day” for people to donate each day. Have individuals “guess” how many cans the organizer or supervisor is going to bring the next day. If any individual brings in a greater number of canned goods than the organizer or supervisor reward the individual for their efforts.

Penny Wars: Find large glass jars and place them in a common area. Have a competition to see what group can get the most points. Pennies are positive points, silver and dollars are negative points to be put in opposing group’s jars. Or see who can fill up their jars with pennies first. All proceeds go to the Food Bank.

Ideas for a Successful Campaign

Make a “Canstruciton”: Use your creative talents to build replicas of building, bridges, pyramids or any other structure using cans. Then donate the entire structure to the Food Bank. You can have contests among groups and award prizes to 1st, 2nd, and 3rd places.

Aspiring Chef: Organize the aspiring chefs in your office to cook a special lunch. Charge your co-workers a suggested donation to eat lunch. Add to this by having individuals vote for the best dish: \$1 = 1 vote. All proceeds to benefit the Food Bank.

Host a Raffle\ Provide Incentives: Identify items to be raffled off within your business. Sell raffle tickets for a predetermined time and amount. Items can be donated by local business. Many employees may be willing to donate prizes for raffles or incentives. Raffle items do not have to cost money. You may consider a special parking place, longer lunch breaks, half day Friday, dinner with top executive, job swap for a day. Instead of a raffle, these items may be used as incentives for those that contribute. Other examples of prizes might include movie tickets, movie rentals, or gift certificates.

Goal Achievement: Set a goal at the beginning of the campaign. Identify some zany things that the campaign organizer or other individual can do if the donation goal is met. Some ideas include: giving individuals the chance to vote on what they would like to see that person dressed up as. Anyone who donates the predetermined amount gets to vote. Other ideas include having to wear your least favorite sports team shirt for a day, wear a wig, eat your least favorite food, or anything that may be “silly”.

Hold a Thank You Celebration: To celebrate the success of the campaign, hold an event such as an ice cream social or pizza party to announce the results of the food drive. And congratulate winners of internal competitions. This event encourages employee support year after year.



\$1 = 6 lbs = 4 meals



More Information

- Templates & sample emails, letters, and e-blasts are available and can be emailed to campaign coordinator upon request
- All donations are tax deductible & an individual receipt can be provided for both monetary and food donations
- Barrels are available for food collection. We asked that campaign coordinators or someone from your organization pick up the barrel from the Food Bank. However, if you are unable to do so barrels can be delivered to your business on Tuesdays and picked up on Thursday with preregistration

Additional Partnership Opportunities

- **Monthly Donors Club**

Even the smallest donation can make a huge difference on a regular basis. Joining the Monthly Donors Club is an quick and easy way to make that difference. You can donate online at www.foodbanknega.org, set up a monthly contribution through your bank, have the Food Bank send you an invoice each month, or obtain gift envelopes once a year.

- **Empty Bowl Event**

Our signature event. Typically held the 3rd Wednesday in March. Event attendees dine on a simple fair of soup and sandwich and receive a beautiful handcrafted bowl to serve as a reminder of the issue of hunger throughout the year. Lunch is available to dine in, carry out, or have delivered.

- **Other Volunteer Opportunities**

Everyday our warehouse is filled with a diverse group of individuals that want to give back to their community. Tasks include: food drives, cleaning building & vehicles, office support, food distribution, food rescue & stocking shelves, and cultivating & harvesting the Food Bank garden.

- **Corporate Sponsorship**

Corporate involvement in our work is both invaluable to the Food Bank & the corporate partner. Sponsorships start at \$500. Businesses receive a variety of marketing & advertising benefits.

Fact Sheet

- The Food Bank of Northeast Georgia distributes much need food approximately 250 partner agencies in 14 counties in northeast Georgia. These counties include: Banks, Barrow, Clarke, Franklin, Jackson, Habersham, Hart, Madison, Oconee , Oglethorpe, Rabun, Stephens, Towns, and White.
- In fiscal year 2015-2016, the Food Bank distributed over 11 million pounds of food. This is equivalent to more than 8.5 million meals.
- Nearly 40,000 meals go out our doors each day and onto the tables of those in need.
- **Every \$1 = 4 meals**
- 1 in 3 children in northeast Georgians do not know where their next meal will come from
- More than half the children in our service area are eligible for the free or reduced lunch program
- Approximately 19,000 volunteer hours were given to the Food Bank in fiscal year 2015-2016



“It is something that I, an average citizen, without special training or education or skill, can do to reach out in our community. “

-Rachele Gibson





Registration Form

Date _____

Organization _____

Address _____

Website _____

Phone Number _____ Email _____

Campaign Coordinator _____

Campaign Coordinator Title _____

Campaign Dates _____ Campaign Goal _____

Please check all that apply

- Food Drive Fund Drive Both

Indicate which activities you will include in your employee campaign

- Promotion in newsletters, emails, paycheck stuffers, memos, and letter from "CEO"
- Promotion through posters: # needed _____ (max. 10)
- Updates & reminders via above media outlets
- Campaign Theme _____
- Donation bags\Preferred Food Items
- Competitions\Challenges
- Events\Campaign Combo
- Prizes\Incentives\Raffle
- "Canstruction" contest
- Other

Briefly describe the activities of your employee campaign _____

Number of Hours Spent Organizing & Conducting this Campaign _____

(Food Bank staff to complete with information provided at end of campaign)