



Food and Fund Drive Ideas

Funds vs. Food: Through Second Harvest Food Bank's buying power and relationship with local growers, we are able to purchase food for pennies on the dollar. As a result, donating funds provides for more food to the community. Every \$1 dollar is turned into 4 healthy meals.

Setting Goals: Setting a goal is a good way to motivate employees, family, friends and neighbors to donate and provides a sense of accomplishment at the end of your drive.

Spread the Word: Let everyone know you are hosting a food/fund drive. Use social media to share the link to your online fundraising page, send emails, post flyers and posters, schedule a field trip or tour to the food bank.

Ideas for schools:

- Virtual Barrel: It takes \$25 to fill a barrel. \$1 = 4 healthy meals.
- Students that earning volunteer hours by participating in the food/fund drive. Create friendly competitions between grade levels, class rooms, and or students vs staff.
- Themes Peanut Butter & Jelly or Rice & Bean Challenge (see who can bring in the most.
- "Stick it to Hunger" students can purchase 1 ft of duct tape that is used to tape a willing staff member to a wall during lunch.
- Take donations or donate a portion of the ticket sales to school athletic events and dances.
- Find a business to match the schools donations.

Ideas for businesses and organizations:

- "Around Town" Encourage your employees to attend other fundraising events in the community (i.e. restaurants donating a portion of sales to Second Harvest).
- In The Community: Keep it simple! Raise more food and funds by creating a little friendly competition between departments. Set a goal. promote the fundraising

efforts regularly to keep employees engaged, get creative and most importantly...HAVE FUN!

- "Artwork at Work" display and sell employee artwork and crafts
- Sell cookbooks with recipes from employees/members of your organization
- Sell special shirts or sweatshirts for employees to wear during the fundraising campaign
- Peanut Butter & Jelly Sandwich Sale
- Bake Sale
- Poinsettia Sale
- Used Book Sale
- Raffles (a day off, a leave work early day, preferred parking day, donated items, sporting event tickets, restaurant certificates etc.)
- Silent Auction (display items during the fundraising campaign and watch the bidding grow).
- Online: Use social media to promote online giving to your personalized donation page. This is the most convenient way to give. Second Harvest will set up the page for you.
- Distribute information on how to become a Second Harvest "Sustainable Partner" through monthly employee payroll deductions.
- Sales, Raffles & Silent Auctions"XYZ Company's Got Talent" talent show (charge a fee for participants and attendees)
- Bowling Tournament
- Casino Night
- Carnival (dunking booth, caramel apples, penny throwing and pie eating contest)
- "Bring Your Lunch Day" or "Coffee for Food Day" (skip the dining out or morning espresso and donate the money).
- "Empty Your Pockets Day" (collect spare change from everyone in the office).
- Host Events

Note on food donations:

Collect only non-perishable food items. No glass containers, please. We cannot accept any homemade items.

Contact Information:

Aracele Salgado, Development & Marketing Manager

831-498-4119

aracele@thefoodbank.org

Register Your Food Drive Online:

www.thefoodbank.org/hero