

# FOOD DRIVE TIPS



ALAMEDA COUNTY  
COMMUNITY  
FOOD BANK

## GET STARTED (IT'S AS EASY AS 1-2-3)

- 1. Planning:** Select a coordinator to lead the drive, and appoint team captains to take charge of promotion, kick-off events, and competitions.
- 2. Set a Goal:** Aim high! Set a pounds-per-person goal for the entire organization ... or make a commitment to fill a certain number of barrels.
- 3. Sign up and Schedule Barrel Deliveries and Pickups:** We've condensed the entire process into a five-minute online form. It's the quickest way to sign up and underway (especially during the holidays, when our Food Drive Hotline heats up). Just click to get started: [www.accfb.org/food\\_drive](http://www.accfb.org/food_drive).

*If you prefer to sign up by phone, just call our Food Bank Hotline at (510) 635-3663 ext. 318. During the holidays, we appreciate your patience – calls are returned in the order they're received.*

## GET PSYCHED

There's nothing like getting familiar with the Food Bank's work to get the members of your company or organization motivated to collect food for us. Schedule a volunteer group to sort food in our warehouse; it's a proven team-builder ... and everybody leaves feeling great. (Note: our 3-hour shifts fill up fast during the holidays).

Just email [volunteer@accfb.org](mailto:volunteer@accfb.org) or call our Volunteer Line at (510) 635-3663 ext. 308. You can also leverage the Food Bank's bulk buying power and vast purchasing network to do our shopping for us by signing up for our Virtual Food Drive ([www.vfd-accfb.org](http://www.vfd-accfb.org)) as an organization – our online tote board gives you real-time updates on all your good deeds!

## PROMOTE YOUR DRIVE

### Get the Word Out

- Display posters in high traffic areas – our way-cool posters arrive with your barrels.
- Publicize the drive in your publications and bulletins.
- Send email messages and make announcements at meetings.
- Have a Food Bank representative give a presentation to your group by emailing [fooddrive@accfb.org](mailto:fooddrive@accfb.org) or calling our Food Drive Hotline at (510) 635-3663 ext. 318.
- Distribute food collection bags, flyers and donation envelopes. You can customize a flyer using our template.

### Make it Fun

- Bring a group to volunteer at the Food Bank.
- Build momentum with daily updates on your progress.
- Challenge other departments, classes or companies to a competition.
- Hold a kick-off event: Make the admission price a bag of food.

### Create Incentives

- Give prizes or sponsor a party for the department that raises the most food.
- Add fun categories: the most tuna or peanut butter; the most enthusiastic.
- Offer casual-dress day for a food donation.
- Offer to match every pound of food raised with a \$1 donation.

### Put an Exclamation Point on your Drive

- Throw a post-drive party to pat yourselves on the back for a job well done – it'll create even more momentum for next year's drive!

### Double Your Financial Gift

- If your company has a matching gift program, contact your human resources department to maximize your donation.

Alameda County Community Food Bank, 7900 Edgewater Drive, Oakland, CA 94621  
Food Drive Hotline (510) 635-3663 ext. 318 | [fooddrive@accfb.org](mailto:fooddrive@accfb.org) | [www.accfb.org](http://www.accfb.org)

