



FOOD from the BAR

Your Role as Team Captain

Your role as team captain is to organize, motivate and inspire your team. You can ensure your team's success—and we're here to make it easy for you!

Step One:

Register and create a team with your firm by visiting Accfb.org/FoodFromTheBar.

Step Two:

Set goals for your team—how much money to raise, how many pounds of food to collect, and the number of hours to volunteer.

Step Three:

Organize a kick-off event. A staff breakfast or a mid-day lunch-and-learn are great ways to launch your efforts. Or, you can have your kick-off at the Food Bank with a volunteer day. You'll have a hands-on opportunity to help the community and you'll start earning points immediately!

At your kick-off, share your campaign goals with your co-workers. Discuss the activities you've planned to instill healthy competition and fun during this campaign. The goal is to have fun and do good, so ask for creative suggestions. If you'd like a Food Bank staff member to come speak to your team about hunger and the impact of Food from the Bar, we'll be happy to join you!

Some tips for a successful campaign:

This is a great opportunity for team building. Make sure your co-workers understand how their participation helps the community and find ways to acknowledge their participation to spur others on to join in!

As the coordinator, your job is to keep your co-workers informed. Report your progress regularly to remind your team that there's still time to reach your goals.

- **Share photos and highlights** from your company's activities on your firm's social media channels, or through your inter-office communication. Don't forget to tag ACCFB and use #RaisetheBarEB.
- **Create a flyer** to update your team on how the campaign is progressing and update it weekly.
- **Remind participants that \$1.00 gives the Food Bank \$7.00 worth of purchasing power**, and how food donated into food drive barrels is often of the highest quality. Be sure to note that volunteering ensures that our fresh fruits and vegetables get out our community within 24-48 hours.
- **Rewards:** Set awards for the top fundraiser for each week. Healthy competition is a good thing, and praising your co-workers is wonderful—for your

Need assistance?

Please contact Katherine Avila at kavila@accfb.org or 510-635-3663 ext. 358 and she'll be happy to assist!

To benefit



ALAMEDA COUNTY
COMMUNITY
FOOD BANK