

# MAKING YOUR VIRTUAL FOOD DRIVE A SUCCESS

We want to help you make your Virtual Food Drive a success! Here are some resources and messages that will help you inspire your friends, family, and colleagues.

## Designate a Virtual Food Drive champion

When you reach out to your network to encourage them to participate in your VFD, sharing some messages will show how their support impacts our community.

- Alameda County Community Food Bank estimates the need for food assistance has *doubled* since the start of the pandemic.
- ACCFB is distributing more than **1 million pounds of food per week**. That's enough food for 60,000 people daily.
- Many key items we regularly distribute – rice, beans, and canned tuna – are costing 40-75% more than before the pandemic. We purchase most of the food we distribute, and are spending \$1 million a month on food. That's 5-6 times more than pre-COVID expenses.
- We expect a prolonged response to the pandemic. We've learned from past emergencies that it will take months, even years, for people affected to be fully back on their feet.
- We're in this for the long haul. ACCFB is committed to being here for our neighbors, but we can't do it alone. Supporters like *you* make our work possible.

## VFD Impact

- Every \$1 donated helps provide two healthy meals.
- Virtual Food Drives (VFDs) are the best deal *virtually* anywhere. The money you'd spend at the grocery store filling one barrel is enough to fill **three to four** barrels worth of food through a VFD. That's 3-4x the healthy food.
- VFDs help us purchase our most-needed items such as milk, eggs, and produce – things that can't go into a food barrel.

## COVID-19 Response Video

Here is a video you can share showing our response to the pandemic and its impact on our community: <https://youtu.be/SdSi0eOgxjM>

*See next page for more tips for a successful VFD*



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# TIPS FOR A SUCCESSFUL VIRTUAL FOOD DRIVE

## **Designate a Virtual Food Drive champion**

Have an inside advocate to champion the cause. There's no substitute for passion!

## **Set goals**

It can be tough to reach your target if you don't know what it is. Set your organization's goal and aim high! You can monitor your group's progress anytime throughout the process.

## **A little competition never hurt anyone**

Intra-departmental rivalries are a time-proven method for encouraging participation – and a great way to raise the stakes! Create teams (e.g. Accounting vs. Marketing, Tigers vs. Giants, etc.), throw out a challenge, and watch the action take off!

## **Reward the effort**

Provide incentives to get everyone energized. Getting management involved is the key. Pizza parties, casual days and time off are fun and effective. One CEO promised the employee with the highest donations her job for the day – including use of her car and a power lunch!

## **Consider a company match**

Announce a match of employee contributions. It's the surest way to let them know you support their good deeds.

## **Don't be shy**

A Virtual Food Drive is a great marketing tool for your company. Let the local media know about your efforts and include the Virtual Food Drive in your collateral. It may just inspire other organizations to get involved!

## **e-lectrify your drive**

Use the company newsletter and emails (with a link to your company's Virtual Food Drive site) to spread the word and motivate everyone.

## **Post your intentions**

Use the templates our Food Bank provides to attract attention in high-traffic areas (and to draw attention to food-collection barrels if you're conducting a traditional food drive, too.)

## **Relax**

Alameda County Community Food Bank has received Charity Navigator's highest rating for over a decade – a record of efficiency matched by only 1% of all charities. Rest assured that your Virtual Food Drive donations are in good hands!



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