



# Top Tips for a successful food drive & fundraiser

## Hosting a drive is fun & easy!

Thank you for nourishing your neighbors by hosting a food and fund drive for CEAP. Below are some tips for organizing and hosting your drive. We hope they make supporting those in need as easy & fun as possible.

- **Set start and end dates** for your drive that work best for you and your organization.
- **Create an attainable goal for your drive.** Do you want to raise \$5,000 + 500 pounds of food? How about a goal of 100% participation? We can help you determine a goal that fits your team – talk to us! Be sure to create a thermometer or plan to track your progress!
- **Encourage friends to donate online.** Direct them to [www.ceap.org/donate](http://www.ceap.org/donate). Ask them to put your group name in the notes so we can link the gift back to your support.
- **Publicize your drive.** Post the event description and dates on your website, social media, and newsletters. Then follow up! Let your audience know your progress towards your goal.
- **Plan a kick-off event.** Share pictures, statistics and stories about CEAP and why you chose us for your community support. If you have a large group, contact us about having us visit your workplace! Make it fun with treats, prizes, and a lot of enthusiasm for the great work you'll do!
- **Plan a fun bonus event to raise money?**  
Do you know a yoga instructor who will teach a class over the lunch hour for a \$10 donation? Can you host a chili-cook-off with a \$5 sample/vote entry? Could employees pay \$10 for a special care box created by your health and wellness team? Host a silent auction during a special staff event?
- **Draw attention to your drive with a unique collection container.** Wagons, brightly colored boxes, or even filling a vehicle can bring added attention to your drive. CEAP also has collection containers for groups anticipating a high volume of donations. Please call us at least one week in advance to request.



- **Remind participants why the drive matters.** CEAP supports 70-100 families visiting our food shelf every single day. Nourishing our neighbors helps children do better in school, sick friends to heal, and offers everyone the ability to live well and be their best. Your donation makes a difference!
- **Create friendly competition.** Divide into teams for added interest. Some of our most successful drives use a point system to keep an even score:
  - \$1 or 1 pound of food = 1 point
  - Number of team points ÷ Number of team members = average score per team (this evens out the score between departments of varying sizes)
  - Highest score wins bragging rights and a fun prize
- **Use weekly challenges to add variety:**
  - Who can get the most cans in a week?
  - The most pounds?
  - Who raises the most money in a week of penny wars?
- **Remind individuals that money matters too!**
  - For every \$1 that someone donates, CEAP can buy \$8 worth of groceries!
  - A donation of just \$30 can purchase an entire pallet of fruits and vegetables!
  - Funds help us keep our operations running smoothly – from gas for our truck that picks up fresh food from grocery stores to electricity that keeps the refrigerators running!
- **Incentivize teams to win!** Some of our past favorites include:
  - Team photo on a Wheaties box
  - Wearing pajamas if you bring in jars of peanut butter and jelly
  - Pie-in-the-face, hair dye, or taping a boss/principal/pastor to the wall if a goal is met
  - WWE-style championship belt
  - Travelling trophy
  - Team lunch or special treat
  - Tiered prizes – 1<sup>st</sup> prize – Catered Team Lunch, 2<sup>nd</sup> Prize – Hot Pockets, 3<sup>rd</sup> Prize – Granola bar
- **Report back!** Every 1.2 pounds of food you raise equals one meal for your neighbors – how many dinner plates did you fill?

Once your drive is over, you can drop off your donations at either of CEAP's locations during normal business hours. If your food donation is large or somehow difficult to manage and you'd like some assistance with a donation pick-up, please call our Director of Development at 763.450.3664. Thank you again for your partnership. Together we can grow a stronger community!

