

# COMMUNITY ACTION

## TIPS FOR SUCCESS

- Assign a Food Drive committee to plan and promote the drive
- Set goals for how much you want to raise or collect. Keep your teams/departments informed on your progress through the drive through visual displays through the office
- Create a theme. For example, “One CAN make a difference” or a “The Hungry Games.” Be creative and tie into your branding. For example, if you’re a shoe company you could do something along the lines of “feeding the soul.”
- Place posters throughout your building promoting the drive
- Email your clients or partners to let them know what you are doing and invite them to participate.
- Get your board involved
- Use social media to share your efforts. Be sure to tag Community Action so we can see and share the good you are doing
- Challenge different teams or departments to see who can collect the most cans or money. Offer pizza parties or other incentives for the winning team.
- Have a CANstruction contest between teams. See who can build the coolest display with all their donated cans. Invite a Community Action employee to be a judge and offer a prize for the winning team.
- Collaborate with the competitors or partners to do a contest between companies to see who can raise more money or collect more cans.
- Offer prizes example, if you raise \$1,000 an employee has to kiss a pig. If you raise \$5,000 the CEO shaves his or her head/dyes hair pink.
- Have teams/departments make their own display (bulletin board, decorated collection box, etc.) for your drive.
- Use a tally sheet or bar graph to indicate the amount of food or money collected each day so everyone knows what is still needed.
- Focus on a certain item each weekday (ex: Macaroni Monday, Tuna Tuesday, etc.).
- Hold a big assembly to showcase results and celebrate. Invite a representative from Community Action to come and talk about what their donation means to the community.