



VIRTUAL FOOD DRIVE BEST PRACTICES

Thank you for leading a Virtual Food Drive! Because every **\$1 raised makes 4 meals**, you are on the best path to making a difference in the lives of our Central Texas neighbors facing food insecurity. Here are some best practices to ensure the success of your Virtual Food Drive!

1. CREATE A COMPETITION

Host a competition between individuals, departments, or floors to create excitement and engagement! Reward the winning team with a work from home day, a reserved parking spot, the choice of wall color for the new breakroom, a gift card or a casual Friday. It's easy to set up a team page – see an example [here](#).

2. CHALLENGE THE BOSS

Have one or more of your leaders agree to a fun and quirky challenge if your team reaches a certain goal of fundraising. Some ideas: wear a goofy costume for a day, take a pie to the face, shave their head (only if they enthusiastically agree, of course!), or treat their team to lunch.

3. FEED IT FORWARD

Do you ever offer a complimentary lunch? Would someone from your organization be willing to prepare and donate a lunch for everyone? Give the opportunity to those who choose to dine to Feed it Forward. Ask your supporters to donate the cost of the meal they get for free to the Food Bank - paying it forward to a neighbor in need of a meal! Have them pay for the lunch on your Virtual Food Drive page and use their donation email receipt as their ticket in.

4. HOST AN EVENT

Have an athletic group of supporters? Host a 5k where the entry fee is a donation to your Virtual Food Drive page. Like yard games like a three-legged race or an egg toss? Host a mini Olympics with teams who build up donations as a part of their total score. The possibilities are endless and can be designed to cater to your network of potential donors!

5. MAKE A FUN VISUAL

Illustrate your impact in fighting hunger by creating a display in your building. Use real or paper cutouts of canned goods that represent a dollar amount and make updates as the Virtual Food Drive funds come in. Build them into your logo, an Austin icon, or something seasonally celebratory!

Or illustrate the impact and build a display that shows how much the Food Bank can buy with \$5 compared to how much someone could buy at the grocery store with \$5 (With every \$1 given to the Food Bank, we can buy \$8 worth of food).

\$1

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4 NUTRITIOUS MEALS