



Time-Saving Strategies for the Overworked Employee Food Drive Coordinator

- Actual food collection is labor intensive. Consider raising funds as the major focus of the campaign. Not only are funds easier to collect, store and deliver, but the food shelves are better assisted because they are able to buy the items they need from less expensive sources.
- Gain the public support of your top management. Their support can boost the returns and enthusiasm for involvement. CEOs who make appearances and participate in many of the employee's food drive events are always affirming. Employees *do* take notice.
- Have the CEO send a letter to employees and retirees, asking them to donate to the company's March Campaign. Make sure the middle-level managers and team leaders set the pace for giving.
- Companies who work directly with the public can consider asking customers to participate. Many local banks set out grocery carts in each branch to accept food donations. Doctors, chiropractors, dentists, and veterinarians can offer discounts for food donations, or offer a donation for every patient seen, or match funds from patients' donations to the food shelf.
- Consider having a big kick-off event for all employees, or for coordinators only, to begin your company's March Campaign. This has big returns in enthusiasm and increased participation in the collection. Breakfast or lunch events are popular.
- Enlist retired employees to help coordinate staff events. Many retired employees are happy to help, not only because of the tasks and their availability, but because it strengthens ties to their company and former co-workers.
- Set a goal for your campaign. People will strive to reach a set goal, so it serves as a motivator. Try setting the goal at a certain number of pounds or dollars per employee, or per department. Update everyone each day or each week to let them know how close you are to reaching the goal.
- Encourage friendly competition between departments.
- Keep reminders of the campaign in all available forms of employee communication: newsletters, bulletin boards, internal e-mail, and posters. Create a FoodShare screen saver. We have helium balloons, mugs, lapel pins, key rings, and T-shirts to build up enthusiasm. Check out our Campaign Announcement order form for these items.
- Above all, make it fun!