

Competitive Spirit

Create competitions between classrooms, sports teams, departments, or floors to see who can collect the most donations. Give periodic updates, to encourage other teams to catch up to the team in the lead. Make sure the winners receive a prize or acknowledgment for bringing in the largest amount of food or funds. Remember that while only one team may win the competition, everyone that donated is a winner!

Donation Bags or Containers

Distribute grocery bags to participants and ask them to take home and return it full of food to put into the collection boxes. Include a preferred food items list in the bags as a reminder of the items needed.

Raffle

Plan a raffle to win a gift basket, gift card, or another exciting prize. Have participants donate 1 non-perishable food item or \$1 in exchange for a raffle ticket. Encourage everyone to get more tickets to increase their chances of winning.

Themed Food Drives

Designate days of the week for specific foods, i.e. Macaroni Monday, Tuna Tuesday, Wheaties Wednesday, Turkey Thursday, and Fruity Friday. Make it extra fun by decorating the collection area to represent the theme!

Special Events

You can partner your food drive with a special event. Think about offering reduced or free admission for bringing in a certain amount of the most-needed items. If you will be raffling prizes, you can offer a free raffle ticket for every 3 items. Don't forget to advertise so that everyone knows to bring their donations. For those that don't bring in food, you can always accept cash donations so that everyone has the opportunity to give.

The Big Dare

With your boss', coach's, principal's approval, set up a dare to get the whole team motivated. If the team reaches a certain goal, dare your leader to do something they wouldn't normally do. This could be them dressing up in a funny costume for the day, getting pied in the face, or even being dunked in a dunk booth.

Let's Vote

Whether it be choosing a theme for a year-end celebration or voting for the best holiday outfit, let your group share their opinion by donating food. Label a collection box for each option participants are able to vote for. Each food item placed into the box equals 1 vote. The most votes wins.

Food Drive Ideas: Ways to Increase Excitement, Donations, and Impact



Company Match

Encourage your company to match your cash donation. Speak to your company management or Human Resource Department about a financial match program.

Coin War

For a fun competition, have your teams battle to raise the most “points.” All coins are considered positive points and count towards your total. All cash is considered negative points and counts against your total. Each team will collect as many coins as they can and then sabotage the other teams with cash. The winning team will have the highest net total in their collection jar. (\$ in coins- \$ in cash= net total)

Jeans Day

Create a collection goal and allow employees to wear jeans if the goal is met. You could also award passes for employees to wear jeans by purchasing the privilege of dressing down, with all proceeds going to their local food bank.

Guessing Game

Have a large jar filled with candy. Have participants donate 1 non-perishable food item or \$1 to make a guess at how many of the item are in the jar. The closest guess wins the entire jar of candy. To increase donations, you could have more than one jar; each with a different quantity. This will encourage participants to make multiple donations, since they have multiple prizes to try to win.

Food for Children

Have children in your family pick out their favorite non-perishable foods or check out our most needed items for children. Use this opportunity to get your whole family involved.

Company Gatherings

Let everyone in the organization know to bring food or monetary donations to a large gathering. This could be at annual meetings, company picnics, potlucks, or holiday parties.

If you have any unique ideas to share, or if you have any questions about implementing these ideas, please email food.drives@secondharvestmidtn.org.