



**Campaign Against Hunger 2010  
Past Campaign Coordinator Promotional Ideas**

The following list was compiled from past Campaign Coordinator Questionnaires that were returned to the Food Bank from previous promotions.

1. Have a drawing for gift certificates for people making donations.
2. One company stapled food drive information and needed food items on a grocery bag and passed out to employees. Also offered a casual day if the poundage goal was met.
3. The company could donate 1 day of vacation, lotto tickets, and small gifts to raffle off. Vacation was a big hit.
4. Free pizza party was offered to the whole company if the poundage goal was met. They weighed totals daily and kept a chart to show their progress.
5. On the last day of the food drive they had a Hawaiian day with everyone wearing Hawaiian clothes – also had Hawaiian food.
6. Gifts were given to the top two staff members who collected the most food.
7. One company drew numbers and made teams out of the entire office, so they would be blended therefore less competitive.
8. Information from the Hunger Myths and Food Bank Fact Sheets were used in letters and reminders that were sent out.
9. Another company used special gifts and also payroll reminders.
10. Every associate that brought a minimum of three items was put into a drawing (one time for every 3 items) for grocery store gift certificates. Also, every department with 100% participation (everyone in the department had to give at least 3 items) received a “bonus” casual day.
11. Internal competitions...whoever collected the most pounds were treated by the others to bagels.
12. Several companies sent reminders to employees via email each day.

(Over)

13. Bingo game with prizes. They also did “Quick Win” prizes throughout the day, for example “the first person to bring me a can of corn wins \_\_\_\_\_”.
14. Employee BBQ is a very popular event. In addition, the prize drawing offers an incentive to employees to donate additional items or cash.
15. A company promoted a summer theme. They staged it in three stages
  - \* Gear Up for summer (announce the drive with details), -- \* It’s Getting Hot! (ante up the stakes with different promos, i.e. wear “red hot red” bring a meat item & double your points) and lastly, bring a swimming suit & double your points\_\_ (yes we had many bring either their swimsuits or Barbie swimsuits).—and lastly (3) Cool Down! (They had an ice-cream Sunday party to announce the winners!)We consisted of two teams (upstairs and downstairs).

The winning team would get breakfast made and served to them by the losing team (at their expense) (in our conference room). Additional prizes: First Place (dinner for 2 & a movie package). (Enjoy eating outside at Macaroni Grill & then see the summer block buster movie). Most points brought in by a single person; 2nd place: \$15.00 gas coupon (to enjoy a weekend getaway).
16. Pick a theme day such as box or bagged food day; cereal, canned fruit, vegetable day. Etc.....
17. Personal Care items are always needed at the Food Bank.
18. Cash donations to the Food Bank are also appreciated. Maybe do a pennies, nickel or dime drive?
19. There are also check stuffers that can be found on our website [www.lincolnfoodbank.org](http://www.lincolnfoodbank.org). Go to the website and click on “How to have a food drive” and there is a link for check stuffers.
20. One company divided 20 of their employees into groups of 5 and had them compete to have all 5 of their vehicles scrubbed down by the Doctors.
21. How about a Scavenger Hunt? Riddles? Contests? For either bonus pounds or for the Food drive itself.
22. Adopt a food, ex: Corn, everyone bring in corn.