



FEDERATION OF
VIRGINIA FOOD BANKS



Ideas to Increase Engagement!

- Dress Down Day- Donate X amount of dollars or bring in a certain number of food items and you may wear casual attire
- Potluck Day- Bring in a dish for lunch! In order to gain entrance, you must bring a certain number of food items or pay an admission fee
- Food Theme Day- Challenge co-workers to bring in as many different food items as possible in a certain category. For example, food geared towards people with diabetes, or food for children in a particular age group.
Whoever has the most different types of food within the category wins a prize
- Prize- Have a prize for all employees who participate if your company wins their category or overall event- maybe a company t-shirt for all staff?
- Totals- Display weekly or daily totals in high-traffic areas; announce totals using email or newsletter to keep people up to date and involved
- Friendly Competition- Conduct non-monetary waging and/or email wars between law firms and/or firm sections
- Rewards- Give a reward to staff who donate more than 20 cans or \$100
- Client solicitations- Share your local food bank story and ask for donations via Facebook, LinkedIn, email and or in person
- Bake sales

- Silent Auction – Ask staff to make item donations then auctioning them off over a period of time
- Peanut Butter and Jelly, Pasta and Sauce and or Pizza Party days
- Gift Card Raffles
- Ice Cream Social
- Jeans Friday – make a donation to wear jeans
- Chili Cook-Off Event
- Pie Throw- let winner get a pie in the face or buy their way out of it
- 50/50 Raffle
- Guess the Number of Items in the Jar
- Casino Night
- Family and Friends Neighborhood Food Drives
- Set up outside a local grocery store to collect donations