



St. Mary's
Food Bank
ALLIANCE®

E-Food Drive Success Resource Packet



**E-FOOD
DRIVE**



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- Currently, **1 in 4 children**, **1 in 5 adults**, and **1 in 7 seniors** in Arizona live in poverty.
- **338,000 Arizona children** live in poverty; 37% are under the age of five.
- **2 million Arizonans** are considered working poor, living at or below the Federal Poverty Guideline. The majority of those served by the Food Bank and its agencies are families, children and seniors.
- St. Mary's Food Bank Alliance uses the funds donated to share food across the Arizona with **450 partner agencies** at approximately **650 sites**, including domestic violence shelters, dining halls, schools, churches, children's shelters, food pantries, halfway houses, and senior centers.
- The Food Bank's primary service area covers **two-thirds** of Maricopa County and all of Northern Arizona, including Yavapai, Gila, Coconino, Apache, Navajo, and Mohave Counties.
- The Food Bank distributed over **74.2 million pounds of food** into the community during the 2010-11 Fiscal Year.
- **For each dollar donated, St. Mary's Food Bank Alliance can purchase enough food to provide seven (7) meals to Arizonans facing the challenges of hunger.**



**E-FOOD
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E-Food Drive “What” and “Why”

We provide you with the tools to build your own E-Food Drive (EFD). E-Food Drives benefit St. Mary’s Food Bank Alliance just as much as a traditional food drive. With every dollar that is donated, we are able to produce seven meals making an E-Food Drive a great solution for everyone, especially those that St. Mary’s serves.

Launch your E-Food Drive by stepping beyond a traditional food drive for more meals, less hunger and lower cost. You can help raise awareness of hunger issues AND raise critically needed funds to fight hunger.

Across your company, people want to do as much as they can to help end hunger in their communities. Here's their chance to let the world know they're dedicated to fight hunger as they pool E-Food Drive donations with co-workers, family and friends to support the programs and efforts of St. Mary’s Food Bank Alliance.

The "E-Food Drive" concept is great for businesses and organizations wanting to participate in food drive activities. This allows participation without the cost of transportation.

You can have an E-Food Drive for each season, or one related to significant organization events, or as an alternative to existing food drives, to offer individuals the opportunity to donate online. It’s also an opportunity to celebrate and donate together through E-Food Drives celebrating special dates such as birthdays, anniversaries, bar mitzvahs, weddings and more by requesting E-Food Drive donations in lieu of gifts.

Competing to end hunger means everyone wins! "E-Food Drives" allow organizations to set up easy-to-judge giving contests between departments, divisions, locations, teams or individuals. E-Food Drives allow teams to go head-to-head while benefiting those facing the challenges of hunger. You will also be able to check on the competition’s progress by searching for them on the homepage



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Why E-Food Drives Make Sense

It's quick and easy and you don't have the physical space needed for a traditional food drive?

E-Food Drives are the "Greenest" most eco-friendly and cost-efficient of all food drives. The Earth and St. Mary's thanks you! By holding an E-Food Drive rather than a physical one, you are saving us fuel and printing costs for additional Food Drive Boxes.

E-Food Drives are a great way to support the food bank with its fight against hunger because it's the greenest (and easiest) of all food drives requiring less Food Bank resources such as schedulers, drivers, food sorters, trucks and fuel to share donations that can be used immediately to obtain the most-needed items.

E-Food Drives allow for 100% group involvement with donations credited immediately to your drive. Colleagues, family, friends, and neighbors can help without having to leave their home or office to involve their businesses, faith-based groups, schools, sports teams, and campus clubs to participate.

Through E-Food Drives, the Food Bank can get exactly the food items that are needed most at the time they are needed most utilizing the Food Bank's bulk purchasing power and ultra-efficient distribution network. Through this E-Food Drive, monetary donations will help St. Mary's Food Bank Alliance buy food that is desperately needed for families, children and seniors across Arizona.

St. Mary's Food Bank Alliance can **stretch every \$1 you donate into \$7 worth of food.** Financial donations are tax-deductible.

Still have questions?

Please email us at efooddrives@firstfoodbank.org for further details.



Getting Started is Easy!

1. **Start a Team:** Companies and organizations can create an E-Food Drive (EFD) for their business and create teams to compete against each other.
2. **Join a Team:** Find your team and you can invite family, friends and coworkers to help raise funds to help reach your team's goal.
3. **Participate as an Individual:** It's easy to sign up; it allows you to set a fund raising goal and invite others to help you support the Food Bank.
4. **Find a Drive:** If you would like to donate directly to a specific E-Food Drive, just search for the company or individual.

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E-FOOD DRIVE

E-Food Drive “Buzz & Psych”

Spread the Word, Get Inspired, and Share Your Success

- **Champions Count** with successful food drives. It helps significantly to have an inside advocate championing your E-Food cause. There’s no substitute for passion.
- **Set E-Food Goals** so everyone knows what you want to achieve. Aim high and share your group’s progress toward the goal frequently.
- **After sign-up**, the E-Food Drive site will take you step-by-step through to organizing your success. You are able to send out emails for recruiting members to your Team, reminders about what to do next, and you are also able to customize your page. By adding pictures and personalized messages, you are able to motivate your team to hit that next level.
- **Competitions with everyone winning by inter** and intra-departmental rivalries with challenges are proven ways for encouraging participation. Want to be able to have a competition within your departments or locations? No problem! Our E-Food Drive allows you to battle it out to raise the most meals for hungry neighbors, your department and for us.
- **Involve management** is key to a successful E-Food Dive. Pizza parties, casual days and time off are effective incentives to participate.
- **Consider a company match** of employee contributions ensures everyone in the organization achieves the goal together.
- **Combine an E-Food Drive** with an existing or new physical food drive.
- **Hold a kick-off event** both live, streamed and through other virtual means.

- **Announce** E-Food Drive as a NEW easy way to help fight Hunger from any place at any time 24x7 local, statewide, national or worldwide without people having to leave their home or office
- **Announce** your E-Food Drive to ensure participants know the dates of your drive as well as your goals.
- **Share** St. Mary's Food Bank Alliance Internet links so that your E-Food Drive participants can Friend the Food Bank on Facebook, Follow the Food Bank on Twitter, Linked to the food bank and others ways they can initiate ongoing virtual contacts with the Food Bank.
- **Announce** the E-Food Drive as an alternative easy way to celebrate group, business or personal life milestones and events with donations rather than gifts.
- **Announce and expand** your E-Food Drive using the power of the Internet and social media including Facebook, Twitter, Linked-In, Pinterest, Blogs, web pages etc. through a coordinated ongoing communication process within your organization and throughout your enterprise network to engage your friends, family, colleagues, vendors and customers to join your E-Food Drive
- **Build** momentum with daily updates by tracking and sharing your E-Food Drive successes in a fun and prominent way. Let your participants know how they're doing towards their goal.
- **Post** signage in public areas and send out reminders to let people know how much they have accomplished and what they have left to do to succeed.
- **Plan** sequenced ongoing emails (each with timeline call for action), emails with photos, facts or motivation quotes encouraging people to contribute to the E-Food Drive from wherever they are.
- **Organize** a group to volunteer at the Food Bank as a team building activity, providing participants a chance to see the Food Bank and get more involved.
- **Invite** a Food Bank representative give a presentation to your group.
- **Post** comments and photos on social media sites showing what participants are doing to collect funds.

- **Throw** a post-drive party to pat yourselves on the back for a job well done.
- **Use** E-Food Drive QR Code on handouts & emails for promotion.
- **Display** downloadable Food and Fund Drive promotional materials in high traffic areas such as reception areas, break rooms, cafeterias, and classrooms.
- **Publicize** the drive in your publications, bulletins and at meetings.
- **Challenge other** departments, classes or companies to a competition.
- **Distribute** Promotional Cards via email or directly to participants' mailboxes or leave at staff workstations as a great way to let participants know how they can get involved.
- **Share** these E-Food Drive "OUTSIDE the BOX" ideas via email and social media, asking others to Share, ReTweet, and RePost with their virtual contacts.



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St. Mary's Food Bank Alliance & Hunger 101AZ Online Virtual Resources Changing Lives with Facebook, Twitter, YouTube & More	
St. Mary's Food Bank Alliance Web Site	www.firstfoodbank.org
St. Mary's Food Bank Alliance on Facebook	http://www.facebook.com/firstfoodbank
St. Mary's Food Bank Alliance Daily Platter Blog	http://blog.firstfoodbank.org
St. Mary's Food Bank Alliance on Twitter	http://twitter.com/stmarysfoodbank
St. Mary's Food Bank Alliance YouTube	http://www.youtube.com/smfba
Hunger 101AZ Web Site	www.hunger101AZ.org
Hunger 101AZ Facebook	http://www.facebook.com/hunger101
Hunger 101AZ Blog	http://hunger101az.blogspot.com
Hunger 101AZ Twitter	http://twitter.com/Hunger101AZ



**E-FOOD
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E-Food Drive Outside the Box Ideas

Have fun while having a successful E-Food Drive.

- Establish a rewards and recognition program with Appreciation Grams emails noting individual's efforts with copies sent to key related contacts noting that a donation has been made on their behalf to E-Food Drive.
- Arrange for an organization to match funds raised by individuals or teams.
- Work with organizations in your community to establish food drive incentive programs. For example, if a person donates \$25 to your event then they receive a "buy one, get one free" movie coupon or a discounted purchase at a local business.
- Hold fundraisers including bake sales, car washes, breakfasts, lunches or concerts with the cash proceeds going into the team E-Food donation.
- Host raffles or auctions: solicit local businesses, your company or staff to provide prizes (prizes might include movie tickets, hotel packages, plane tickets, or donated artwork) with the cash proceeds going into the team E-Food donation.
- Gather loose change in jars positioned in your organization's cafeteria or break room with the cash proceeds going into the team E-Food donation.

- Stage Penny Wars using large glass jars, placed in commonly used areas, and have a race to see who can fill up their team jars with pennies with the cash proceeds going into the team E-Food donation. Adding bills to an opposing team's jar requires them to subtract money from their total amount (if you put in a \$5 bill, the other team takes \$5 off their total).
- Organize a Hunger Fast by encouraging staff to skip one meal, giving what money they would have spent on the skipped meal to the E-Food Drive with the cash proceeds going into the team E-Food donation.
- Offer Casual-Wacky Wear days, where staff may donate a designated amount for the privilege of wearing casual clothes, wacky hats, theme costumes and/or wacky head gear to the business\work setting on a designated day with the cash proceeds going into the team E-Food donation.
- Host a Board Game (night or day) competition with winning competitors having donations made on their behalf by sponsoring groups, with the cash proceeds going into the team E-Food donation.
- Host a "Special Breakfast", pizza party, or other event with the entry funds proceeds going into the team E-Food Drive donation.
- **And, any other fun engaging activity that staff will enjoy participating with and contributing to help achieve the E-Food Drive goals.**



**E-FOOD
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**This is your E-Food Drive.
Create your E-Success!**