

Themes and Fundraising Ideas

Suggested Themes

- **Wakeup Call – Get Up and Get Moving**
Canned coffee, non-dairy creamer, boxed cereal, oatmeal, tea bags, granola bars and pancake mix.
- **Feeling Fruity – An Apple a Day**
Canned peaches, pears, pineapple, fruit cocktail and applesauce.
- **Take a Bite Out of Hunger – Chomp!**
Shake and Bake, Hamburger Helper, rice and beans, Rice-a-Roni and Zatarain's Mix.
- **Dinner's Served – Meat the Need**
Canned stew, pork and beans, instant potatoes, stuffing mix and soups.
- **Back-to-School – Lunch-Box Items**
Peanut Butter, granola bars, juice boxes, raisins and individual snack bags.
- **Winter Wonderland – Warm Foods**
Dry and canned soups, crackers, stuffing, pumpkin and canned meats.
- **Days of the Week**
Meat the need Monday, Tuna Tuesday, Peanut Butter Wednesday, Vegetable Thursday and Fruit Friday.

Fundraising Ideas

- **Hold a bake or chili sale**, potluck, or pizza party.
- **Form different teams** and see which team collects the most donations.
- **Collect change in a jar and donate it to the Regional Food Bank.** Employees can throw dollar bills into the container of another department in order to "cancel out" the change in the department. In other words, change in the container equals "positive" points, while bills equal "negative" points.
- **Heat or Eat.** Donate the amount of money it would cost you to heat your home for a week. Encourage your coworkers to do the same.
- **Brown bag lunchtime.** Ask staff to donate the cost of a lunch or to donate a bag full of non-perishable food. Also, create "friendly rivalry" at work by having people vote for their favorite sports team, or ask departments to compete for a prize, like free pizza.

Promote Your Drive

Promoting your food drive is fun and easy to do! Display food drive posters and collection bins, which are provided by the Regional Food Bank, at entrances, cafeterias, lounges and other busy locations. Please tape the bottom of your collection bins.

Promotion Ideas:

- Distribute shopping lists and donation forms to staff.
- Send weekly email updates to staff that also includes a client story or hunger fact.
- Post about the drive on Facebook and Twitter.
- Write a blog.
- Mention in staff meetings/announcements.
- Send out a press release (contact Angie Doss at adoss@regionalfoodbank.org or 405-604-7109).
- Set up a table with Regional Food Bank brochures and posters.

Congregation Ideas* (*for places of worship):

- Promote a fast and donate the money you would have spent on a meal to the Regional Food Bank.
- Take up a second collection during services.
- Set up a table with brochures and a collection jar before/after services.
- Challenge your youth group to make a difference by raising donations.

Slogan Ideas:

- Bag Hunger
- Wipe Out Hunger
- The Power of Change
- Spare Change to
- Hunger's Heroes
- Dare to Care
- It Makes Cents
- Change Lives

Suggested Facebook Posts:

- Our food drive starts today for @regional food bank of oklahoma! Help us provide meals to the hungry. (link to regionalfoodbank.org)
- (insert your business name) goal is to raise \$(enter amount) for the @regional food bank of oklahoma. Help us feed Oklahoma families. (link to regionalfoodbank.org)
- 1 in 4 children are at risk of going hungry every day. Get involved in our food drive to help @regional food bank of oklahoma. (link to regionalfoodbank.org)
- Most needed items for the food drive: canned meat, vegetables, fruit, tuna, peanut butter, rice & beans. Help now! (link to regionalfoodbank.org)
- For every \$1 donated, 5 meals will be provided to those in need. Help (your business name) support Oklahomans! (link to regionalfoodbank.org)

Suggested Tweets:

- Food drive starts today! Join the food drive and help @rfbo & @(your twitter handle) provide meals to the hungry. (link to regionalfoodbank.org)
- 1 in 4 children are at risk of going hungry every day. Get involved in (your business name) food drive to help @rfbo (link to regionalfoodbank.org)
- Most needed items for the food drive: canned meat, vegetables, fruits, tuna, peanut butter, rice & beans. (link to regionalfoodbank.org)
- \$1 = 5 meals. Help (your business twitter handle) reach its goal of (enter your goal)! @rfbo (link to regionalfoodbank.org)
- We're helping to feed hungry Oklahomans @rfbo. Help now! (link to regionalfoodbank.org)