

# Greater Chicago Food Depository 1 City, 1 Food Drive

## BOMA/Chicago's Tips for Success



*Below are some great ways to spark excitement for the GCFD food drive at your building. If you have any other great ideas, [email BOMA/Chicago](mailto:boma@chicagofoodbank.org) to share!*

*Remember to send us your GCFD pictures so that we can post them on Facebook. We are looking for action shots of your tenants donating food.*

- Send a blast email to all tenants informing them about (1) the GCFD food drive (2) the dates of the food drive and (3) the personal collection goal for your building.
- In that blast email, advertise your building's virtual GCFD website. The virtual website allows you to track all monetary donations from your building and tenants (\$1 = 3.6 pounds; \$1 = 3 meals).
  - Find your virtual website link: <https://www.chicagosfoodbank.org/boma-holiday-food-drive/>
- Having tenants donate money is one of the easiest ways that they can get involved. Send all businesses/tenants a direct link to the monetary donation section of your personalized GCFD website. You can have a "Lunch Challenge" amongst tenants where they can donate money to the GCFD in lieu of going out to lunch. Remember, \$1 equals 3.6 pounds.
- Have a GCFD theme for each day of the week (ideas listed below). You can email these ideas out to tenants in advance or list the daily theme on Captivate screens in your elevators.
  - Macaroni Mondays (encourage tenants to bring in pasta and sauce)
  - Tuna Can Tuesdays (encourage tenants to bring in tuna for the next two Tuesdays)
  - Wheaties Wednesdays (encourage tenants to bring in cereal)
  - Fruity Fridays (encourage tenants to bring in canned fruit)
  - Casual Fridays (have tenants donate a can of food as the "payment" to wear jeans on Friday)
- Remind tenants to bring in non-perishable leftover goods from their Thanksgiving weekends. You can also encourage tenants to visit a nearby convenience store (Target, CVS, etc.) during their lunch breaks to buy canned foods to donate. In the past, some buildings have ordered food from Peapod and donated that food to the drive.

- You can host games, themed days and competitions among the tenants. Below are some great examples (thank you to the Hines team at 115 South LaSalle for sharing these).
  - **Denim Days:** Employees can pay \$5 to dress down for a day. Give every employee who participates a sticker, so they can show their support. Place a sign in the reception area announcing the Denim Day to alert clients and visitors of why employees are dressed down. Donate the money collected or spend the money and purchase non-perishable food items.
  - **Guessing Game:** Fill a large jar with virtually any item as long as it takes a lot of them to fill the jar. Candy is a great item. Participants then pay \$1 to guess how many items are in the jar. The closest guess wins the contents of the jar.
  - **Challenges:** Encourage different departments to challenge each other to see who will raise the most donations. Keep a running tally posted in a visible area. Offer a pizza party or donut breakfast to the winning group.
  - **Lottery:** Set an amount of donations to earn a ticket to be entered into the lottery. Winning tickets will be awarded a prize, i.e. dinner for two, gift certificates, gas cards, electronic gadget, etc.
  - **Meet Your Neighbor:** For businesses on multi-tenant floors, encourage those businesses to get to know their neighbors and start a contest with each other.
  
- Hang posters about the GCFD food drive in your building and advertise the drive on your Captivate screens.
  
- Incorporate your food drive into your holiday decorations. If you host a holiday party, ask tenants to bring canned goods to that party. You can also have a secure area at the holiday party for tenants to donate money to the GCFD. Monetary donations can be translated into pounds (\$1 = 3.6 pounds).
  
- Showcase your food collection in a highly visible space so that tenants can see how the food donations are growing. This can cause excitement and urge more people to donate. Also, if you have large tenants in your building, you could perhaps ask them to have a food collection area within their own tenant space and encourage friendly competition among staff members at that company.
  
- Pass out flyers and/or collection bags to tenants as they leave work and ask that they fill the bag overnight.