




Tips to Make Your Food Drive a Success!

Thank you for joining ERA Corporate in the fight against Hunger! Here's some suggestions for a successful campaign. Make sure you print out our handy checklist of all you need to do to get started.

Pick a Theme!


- Have fun and make it your own. For example, *Feed the Need*:
- *Meating the Need* -- Request high-protein foods like canned meats and peanut butter.
- *In the Garden* -- Request canned fruits/vegetables. 
- *Feed the Need For Kids* -- Request infant formula, cereal, shelf-stable milk.

Make it a Competition!


- Set donation targets.
- Provide incentives/prizes.



Spread the Word!

- Download and customize the campaign flyer; hang around town.
- Download and customize our press release template and contact your local newspaper, radio and TV stations. 
- Tell your friends!
- Reconnect with your sphere; invite them to donate. The more people you tell, the more donations you'll get.

Offer Many Ways to Participate!

- Some people would rather give cash. Great! 
- Head to www.eraives.com and click on the "Donate to Move For Hunger" button to send a cash donation.

Make it a Party!




- Encourage participation with an open house or a cocktail party – make the donation a "cover charge."
- Invite to your sphere of influence – use our agent email template as a start!

Don't Do it Alone!



- Invite your local church, schools, or other community groups to join you.
- Ask your local grocery store if they have items to donate.

Take Photos!

- Download our hashtag graphic and take a photo with your donation boxes.
- Post to Facebook, Instagram and Twitter with the hashtag #GivingTuesdayERA and tag @MoveForHunger to be included in their post-event blog post.
- Share on our ERA Cares Across Communities Facebook page. 



Finish Strong!



- Thank everyone who donated.
- Include photos -- tell them how much food you collected!