



# WORKPLACE CAMPAIGN GUIDE

## Fundraiser & Food Drives

*A guide to conducting an engaging workplace campaign in support of The Mississauga Food Bank.*





# Workplace Campaign Guide

## Fundraiser & Food Drives

Every year, the Mississauga community comes together in support of our hungry neighbours. There are a number of benefits to hosting a workplace giving campaign including increasing employee engagement, instilling a sense of confidence and pride amongst your team members, and inspiring your employees to become more engaged with their community.

**This guide will help you get started and ensure your campaign is a success!**

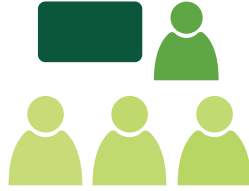
## Table of Contents

Step 1: Secure support from senior leadership	3
Step 2: Get your colleagues involved	4
Step 3: Set a goal	5
Step 4: Make it easy	6
Step 5: Organize campaign activities	7
Step 6: Wrap-up your campaign	8



# STEP 1:

## Secure support from senior leadership



Your **executive team** plays an important role in your campaign's success.



Ask a member of your senior leadership team to assume the role of executive sponsor. They can help secure additional support and resources for the campaign.



Ask your senior leadership team to pledge their support first before reaching out to other colleagues for their donations.



Inquire about whether your company will provide a corporate gift or match employee contributions which may inspire employees to give.



Encourage your senior leadership team to participate in special events.



Have your senior leadership team kick off the campaign at an all staff meeting.

*See appendix on page 9 for a sample message from leadership to staff.*





## STEP 2: Get your colleagues involved!

Provide volunteer engagement opportunities to employees by asking them to participate on your **campaign committee**.



It's important to have representation from various departments and levels of the organization



Have the campaign committee work together to make your campaign fun and engaging.



The Mississauga Food Bank also hosts engagement opportunities for corporate volunteer teams. You may register [here](#) or contact Kimberley Souliere, Director of Development at [kimberley@themississaugafoodbank.org](mailto:kimberley@themississaugafoodbank.org) or at 905.270.5589 x234.

# STEP 3:

## Set a goal

Choose a **financial and food goal** to motivate, inspire, and energize your employees.

### Fundraising goal:

For every **\$100 raised**, The Mississauga Food Bank can provide food for **200 meals** to feed our hungry neighbours.

Establish a **matching campaign** with your employer to inspire staff and increase your donation even more!



### Employee participation goal:

Encourage as many colleagues to participate as possible.

### Food drive goal:

Host a targeted food drive for our most needed or themed items.



# STEP 4: Make it easy

1.

Register your campaign to accept online donations [here](#).

- Our online donation page is a secure way for you to fundraise with your network.
- You can customize your message, fundraising goal and include a fun team photo.
- Donors who donate **\$10 or more** will automatically receive a tax receipt via email.

2.

If you are hosting a food drive, register your event [here](#)

- We will provide you with food collection boxes (hold 250 lbs) or you can use your own.
- We can arrange pick-up for donations of 500 lbs or more.
- Donations can be dropped at The Mississauga Food Bank or any fire station in Mississauga.

3.

Promote your campaign using **TMFB campaign posters**



4.

Send reminders

- It is important to send an email reminder to staff mid-campaign.



# STEP 5:

## Organize campaign activities

Events can bring a lot of **energy and excitement** to your campaign. It is important to ask employees to make their personal gift first, before reaching out to their network.

### Sample event ideas

(a number of these can be adapted for virtual offices)

Board games

Baby-photo  
contest

Pie-face  
challenge

Costume  
contest

Potluck

Coffee / snack  
cart

Office olympics

The great  
office bake-off

Pancake  
breakfast

Pizza party

Paper airplane  
toss

Themed trivia





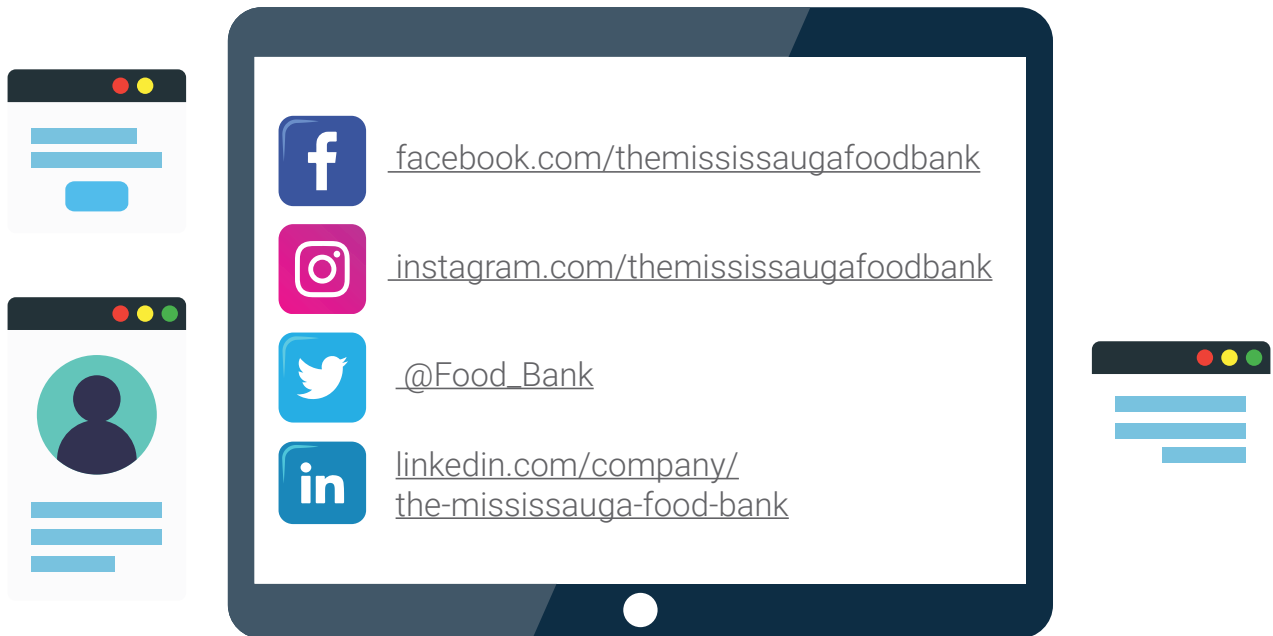
## STEP 6: Wrap-up your campaign

There's something special that happens when a group of individuals come together in support of their hungry neighbours; **they help build community.**

It's important to share the results of your campaign with employees. Celebrate your team's success by recognizing the contributions of your committee members and all staff who participated.

### Connect with **TMFB** on social media

Tag The Mississauga Food Bank's social accounts in your posts so we can share your campaign with our audience.



For more information please contact Kimberley Souliere, Corporate Partnerships Officer at [kimberley@themississaugafoodbank.org](mailto:kimberley@themississaugafoodbank.org) or at 905.270.5589 x234.





## Sample message from leadership to employees

Dear \_\_\_\_\_

In Mississauga, we can't always see hunger - but that doesn't mean it doesn't exist.

The Mississauga Food Bank has seen an increase in the number of clients who are in need of support - including more children and seniors.

Here at (insert company name) we strongly believe that no one in our community should go hungry.

**We have the opportunity to come together and to show our community how much we care and can support each other. That's why we're eager to start an employee fundraiser raise \_\_\_\_ in support of The Mississauga Food Bank during this time of need.**

Our support will make it possible for the food bank to purchase fresh and frozen food, groceries like tuna and meat, PPE for their essential workers and volunteers and their most needed items.

**Please follow the link below to donate today.  
(insert link)**

Thank you so much for your support!

## Sample thank you to employees

Dear \_\_\_\_\_

It is with great pleasure that I'm announcing to you that we raised \_\_\_\_\_ in support of The Mississauga Food Bank. That's enough to provide food for \_\_\_\_ meals.

To those of you who donated, thank you so much! It's amazing what can be accomplished when we all come together.

If you haven't had the chance to donate, it's not too late. The link below will be active until \_\_\_\_.  
(insert link)

Thanks again for your generosity!