

Philabundance's Corporate Beet Down is as easy 1...2...3!



1. Aim for 100% participation.

What would happen if everyone in your company committed to volunteering for Philabundance? Donating funds? Holding a food drive? How much could you collect? Having a goal of 100% participation might seem like a lofty one, but remember that peer pressure can be a good thing...if it's focused on a positive goal like this one!

2. Educate

Some of the most successful efforts are ones where the participants truly understand Philabundance's mission statement. There can't be buy-in unless people know what Philabundance does and why we do it. Consider having a Lunch & Learn about hunger in the region. Or maybe the employee website could run several pieces about how hunger impacts your community. Perhaps you could leave newsletters out in the lunchroom? Contact Marianne Lunch (mlynch@philabundance.org) or visit www.philabundance.org.

3. Marketing, marketing, marketing

It can't be said enough: the success of your team depends on your ability to market the cause to your coworkers and motivate them to participate. Explore a variety of ways to get their attention and remember: the more times a message is heard, the more likely it will cause some sort of action.

4. Jeans days, can drives & more!

In addition to bringing your team down to the volunteer, don't forget that you can gain a lot of points just by holding events at your office. Jeans days, where employees donate a small amount which allows them to wear jeans on a designated day, are always a big hit. And ask your coworkers to clean out their pantry and donate the goods that they don't use. Even a bake sale, an ice cream social, or a 50/50 would be a great way to get everyone involved!

5. Kick-off Event

To get your company excited about their participation in the Corporate Beetdown, consider having a kick-off party to invigorate your colleagues. Offering hot dogs, lemonade and games paired with the opportunity to bring in donations is a great way to get the word out about the cause and raise your company's spirit.

6. Maximize your points

Don't forget about our special opportunities to earn extra points. They are a great chance for you to get a greater "bang for your buck" and help us during some critical times throughout the year!