

FOOD & FUND DRIVE TOOLKIT



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SAMPLE LETTER TO RESIDENTS

Subject Line: Help Feed Those In Need!

Dear residents of ABC Community,

As members of The Apartment and Office Building Association of Metropolitan Washington (AOBA), our community is holding a food drive to benefit Capital Area Food Bank from October 26 to November 13. In 2019, the Capital Area Food Bank provided over 30 million meals to nearly 415,000 people the DC region. As the COVID-19 pandemic unfolds and more people are out of work, food insecurity in our region continues to grow. The need is greater than ever.

Our efforts will help feed hungry individuals, families and children and we invite you to join us in this worthy initiative by:

- Contributing non-perishable canned goods and dropping them off at [location] and/or
- Purchasing much-needed food items on AOBA's Amazon Registry - <https://amzn.to/316IDEj>. You need to be logged in to an Amazon account to purchase. These canned goods will be delivered to AOBA's office and will be delivered to the Capital Area Food Bank.

We are grateful for your help. Should you have any questions, please contact [insert name and contact information].

Thank you,

[Signed by Property Manager/Staff Member]

SAMPLE SOCIAL MEDIA POSTS

SAMPLE FACEBOOK POSTS:

Our food drive starts today for @CapitalAreaFoodBank and ends November 13! We have set up a drop off station in the [location] for your non-perishable canned goods! Join us and @AOBAORG to help DC residents impacted by COVID-19.

As part of @AOBAORG's food drive initiative, our community is collecting non-perishable food goods for @CapitalAreaFoodBank! AOBA is competing against MMHA for their food drive, and need our help to win. Donate a food item today and drop it off at [location].

Food insecurity continues to grow in our region due to COVID-19. We are joining @AOBAORG in their efforts to collect food for @CapitalAreaFoodBank now until November 13! Bring a canned or boxed food item to [location]. Thank you for supporting our food drive!

Attention residents! We are now accepting food donations in the @AOBAORG vs MMHA Food Drive Competition. Please donate canned goods and non-perishable food items at our [location] by November 13! All items will be donated to @CapitalAreaFoodBank.

This is the last week of our Food Drive! Please drop off donations in [location] by November 13. Donated items will be sent to @CapitalAreaFoodBank as part of @AOBAORG's food drive competition against MMHA!

TIP: Use your logo or photos showing canned goods, empty shelves or employees holding food drive signs as a visual.

SAMPLE TWITTER POSTS:

Our food drive starts today for @foodbankmetrodc and ends November 13! We have set up a drop off station in the [location] for your non-perishable canned goods! Join us and @AOBAMetro to help DC residents impacted by COVID-19.

As part of @AOBAMetro and @MMHAonline friendly food drive competition, our community is collecting non-perishable food goods for @foodbankmetrodc! AOBA needs our help to win. Donate a food item today and drop it off at [location].

Food insecurity continues to grow in our region due to COVID-19. We are joining @AOBAMetro in their efforts to collect food for @foodbankmetrodc now until November 13! Bring a canned or boxed food item to [location]. Thank you for supporting our food drive!

Attention residents! We are now accepting food donations in the @AOBAMetro vs MMHA Food Drive Competition. Please donate canned goods and non-perishable food items at our [location] by November 13! All items will be donated to @foodbankmetrodc.

This is the last week of our Food Drive! Please drop off donations in [location] by November 13. Donated items will be sent to @foodbankmetrodc as part of @AOBAMetro food drive competition against MMHA!

FOOD DRIVE COMPETITION!

Join us to collect food and fundraise for the Capital Area Food Bank! We are competing against the Maryland Multi-Housing Association (MMHA) & need your help to win. Give food and win the feud!



WHEN:

Oct. 26 to Nov. 13

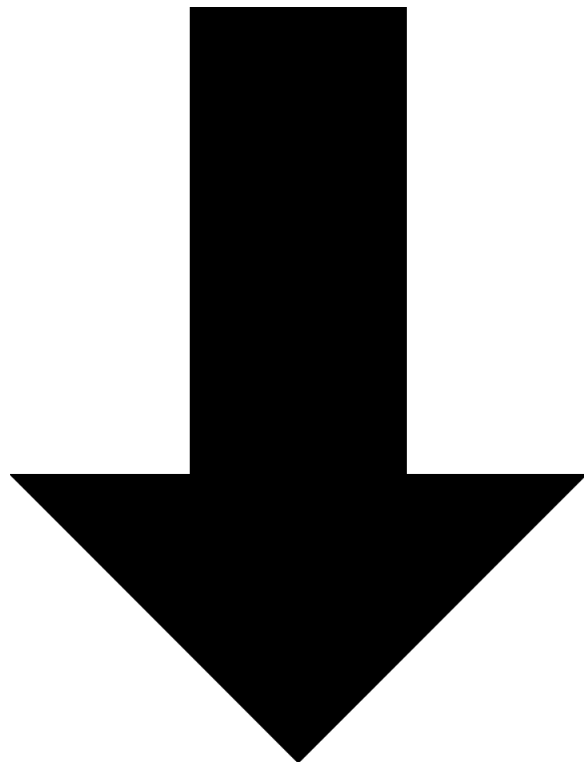
WHERE:

If you don't manage a property, but want to get involved, let us know. There are plenty of ways to volunteer! Contact Jeanne Clarke at jclarke@aoba-metro.org for more information!

Other ways to donate:

- Donate to the Capital Area Food Bank. We partnered with Building Maintenance Services to fundraise for the Capital Area Food Bank. BMS is matching the first \$1,500 in donations!
- Purchase much-needed food items on AOBA's Amazon Registry. Visit <https://amzn.to/316IDEj> or scan QR Code to view amazon list.





FOOD DRIVE

We are collecting food for the Capital Area Food Bank. We are competing against the Maryland Multi-Housing Association (MMHA) & need your help to win.

The following donations are excellent choices for food drives:

Canned proteins: tuna, chicken, beef, etc.

Pantry staples: flour, sugar, shelf-stable side dishes

Peanut Butter

Cereal & Oatmeal

Canned fruits

Canned meals like soups and chili

Boxed meals: Mac & Cheese, Hamburger Helper, etc.

Pasta & Pasta Sauce

Rice

Shelf-stable Juice

Portable ready-to-eat snack foods—kid friendly

Toiletry items (toothbrushes, toothpaste, shampoo, body wash)

Diapers

Baby food & formula

Feminine hygiene products

Cooking oil & spices