

Food Drive Message

Bill McGraw – Quality Home Products of Texas



We have been doing food drives several times a year for probably 20 years or more. Three years ago we decided to do a continuous food drive year round. We are a large home improvement company that installs and services water treatment, generators, tank-less water heaters and custom closets. We have close to 70,000 residential customers in the greater Houston area. Between servicing our current customers and going to people's homes to give them quotes on our products we are in about 750 homes a week. All we do is after we set a service or sales appointment we just say "By the way we are doing a food drive for our local food bank. Would you mind helping us with this?" We thank them and then ask them to set a few things out so our tech does not forget to pick them up. The customers love the idea. The only thing hard about a food drive is you have to drive somewhere to drop it off. We do all the work. All it cost us to do this part of the program is the time to box up all our donated food on a box truck and take it to the food bank.

This past year we put the program on steroids. Inspired by the book "Start Something That Matters" written by Blake Mycoskie the founder on TOMS shoes (Please take the time to read the little paperback book or download it and listen to it the next time you have a flight. It will change the way you look at your business) where he tells about starting his company and gives a pair of shoes away for every pair he sells. Every product we sell is tied to giving to one or more charities. We looked at the efficiency of the Montgomery County Food Bank and the way they can provide five meals per dollar raised. We decided as a company and a sales team that for every product we sell the salesperson will donate \$10 and the company will match. That way we can provide 100 meals for every install. On top of that we offer customers \$20 to \$100 gift cards depending on the program just for letting us come out to give them a quote. We offer several options for gift cards but we also offer to match the gift card amount if they would like to donate that value to the food bank. That's another 200 to 1000 meals we can provide. And the customers can do this even if they don't decide to invest in one of our products.

Another thing we do to increase the efficiency of our giving is several times a year most food banks do virtual good drives where they solicit the community for money to support their food bank. And remember they can do much more with money than they can food donated. We take the money we have collected and matched and do a

matching campaign with the food bank. Right now we have pledge \$25,000 matching for the first \$25,000 that comes in on their campaign. Since I showed our foodbank how to do this they have quadrupled the money they bring in each time they do one of these virtual food drives. People love getting double the value for their charitable dollar. By us doing it this way we are on all their mailings, emails Facebook postings etc. that they use to try and raise money. Now for us this takes it from a charitable donation which I can no longer right off to a advertisement in which I can deduct 100%. (I'm not an accountant so please consult your accountant before doing this)

We don't want to keep this program to ourselves. We want to share this program with other home services companies locally and around the country. If we can do it anyone can. If we could get just 10% of the service companies to adopt this food collection model every food bank in the country would have to build more warehouses to store all the food. That would be a wonderful problem to have.

Our company provided 522,000 local meals last year. Our goal this year is to provide a minimum of 750,000.

It's just so easy to do. If you have any questions don't hesitate to reach out to me. My email is bmcgraw@qualitytx.com.

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