



## Chapter Food Drive Incentive Program

We are excited to introduce a **new limited-time program** that will allow chapters to connect with local communities and give back during this challenging season. As we know, there is increased demand at food banks throughout the country and it's an opportunity for the club to help out. With this in mind, we'd like to offer chapters a special incentive program for holding food drives.

Chapters are encouraged to partner with a local charity or food bank and host a special food drive event with members between now and November 1, 2020. It's also a great opportunity to pair a safe, socially distanced event with this charitable outreach such as a driving tour, fun rally, or autocross. **Every member who makes a non-perishable food donation during the chapter's event, will receive a \$5 credit for the BMW CCA store found at [bmwcca.org/shop](https://www.bmwcca.org/shop).** We are extending this special incentive in hopes of increasing donations and to say thank you to those who give back.

**How does your chapter get started?** Pick a date, time, and location, and start promoting your food drive to chapter members. You can also

simply add a food drive to an already planned event on your calendar. Make sure to enter the event into the BMW CCA national calendar. After the event is held, please forward a list of participant names with their member ID number to Katie Chulkas at [kchulkas@bmwcca.org](mailto:kchulkas@bmwcca.org).

We will add the \$5 vouchers to each participating member's account within 3-4 business days. The vouchers can then be used by members towards purchases at [bmwcca.org/shop](http://bmwcca.org/shop). At the time you submit your participant list, please provide one or more photos from the event showing members donating food items. Note: Limit 1 voucher per member in association with the food drive for the 2020 calendar year.

Voucher is valid for 60 days after it is created.

When the vouchers are created in our system, the member will receive an automated email letting them know they have received the \$5 voucher and it will provide instructions on how to redeem the credit in the club store.

Please observe social distancing guidelines from the CDC at your events and have participants drive through the line and drop-off to a volunteer.

Work with your local food bank to establish what is needed and communicate that to members in advance. Most food banks are looking for non-perishable cans and dry goods, but specific needs vary.

We hope this incentive helps drive the much-needed donations that families are counting on during this challenging season.

Please note: Clothing drives can be held in place of—or in addition to—food drives, and would be rewarded with the same incentive program.

BMW Car Club of America  
2350 Hwy 101 South  
Greer, SC 29651  
(864) 250-0022



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