

Dear Hunger Cleanup Coordinator,

Congratulations! You are about to embark on an incredible journey to organize this year's Hunger Cleanup at your school. From now until the Cleanup, you have the opportunity to organize the largest event on your campus - an event that is part of the largest student community service a-thon in the country. More importantly, you have the opportunity to impact hundreds of individuals and families who experience hunger and homelessness in your community and around the world! Through your work, and the work of student volunteers from your campus, you will ensure these individuals are able to meet their most immediate needs, while improving the conditions in which they live, and helping to implement long-term solutions to ending hunger, homelessness, and poverty. Through your volunteer, fundraising and food collection efforts, the work you take on locally will be felt around the world!

We hope that you are prepared to make this the best Cleanup that your school has seen. As the Hunger Cleanup Coordinator, or one of the Cleanup Committee Chairs, you are instrumental in recruiting volunteers, training student leaders, fundraising vital funds, collecting food resources, and motivating your campus to get involved and contribute to your community and the hundreds of people who live in constant threat of hunger and homelessness. You're responsible for building a team of volunteers who are dedicated to improving your community through community service, fundraising, and food drives. It is hard work, but it is also fun!

So, thank you for your work. Thank you for your commitment and vision. Your community will be better because of your work, the work of the organizing committee, and the work of the student volunteers who will roll up their sleeves, grab rakes, shovels, and paintbrushes, and get dirty on April 8th, 2006.

To help you with your efforts, we have revised and updated this organizing handbook. In it, you will find recruitment suggestions, fundraising and food drive tactics, a sample timeline, leadership development, and several sample materials to aid your organizing efforts. In addition, please visit our website at www.hungercleanup.org and do not hesitate to contact us if you need anything. We are here to help.

Good luck.

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Inside this manual, you will find everything you need to organize a successful Hunger Cleanup and make a real impact in your community, nation, and world. In addition to the guidance and sample materials that this manual provides, the staff of the National Student Campaign Against Hunger and Homelessness is available to provide organizing advice, planning assistance, and trainings. To contact us, call 800-664-8647 or send an email to info@studentsagainsthunger.org. Be sure to check the Hunger Cleanup website (www.HungerCleanup.org) regularly for news and updates and don't forget to pass this address around to all of your volunteers so they can do their fundraising online!

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I. OVERVIEW

The 22nd Annual Hunger Cleanup - April 8, 2006 From 1984 to Today

Some of you may remember the horrible famine that swept across Ethiopia in the early 1980s, leaving three million people at risk of starvation. The average American could not watch the evening news or visit a news stand without seeing images of the tragic event that was threatening a nation.

At the same time, hunger and homelessness were on the rise in America as funding for several federal low-income housing and meal programs was eliminated. From 1981 to 1986, funding to create new public housing was cut by over 75%. The backlash of these changes created a society of people experiencing poverty who were forced to sleep on streets and park benches, and line up outside of soup kitchens to eat a warm meal.

As these events simultaneously took place around the world, thousands of Americans were compelled to act. A group of celebrities in the United States joined efforts to record the song *We Are the World* and inspired countless Americans to organize relief events including food drives, fundraisers, and service projects.

In 1984, students at Aquinas College in Michigan saw the increasing problems of hunger locally and decided that they had to act. A small group of students recruited other local colleges and high schools to help them organize the first Hunger Cleanup, a community service-a-thon designed to benefit local and national organizations working to end hunger. That year, students from Grand Rapids raised \$10,000 to support hunger relief efforts.

The Hunger Cleanup has since grown to be one of the largest student-coordinated community service-a-thons in the country. Through the Hunger Cleanup, student volunteers raise money while volunteering with local agencies that provide hunger and homelessness relief efforts. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students across the country to gather hourly pledges from family and friends for their volunteer work. Volunteer projects include painting local shelters, planting community gardens, and refurbishing low-income housing units. The money raised through this unique community service-a-thon benefits local, national, and international hunger and homelessness programs.

The 22nd Annual Hunger Cleanup takes place on April 8, 2006. Since the first Hunger Cleanup in 1984, the National Student Campaign Against Hunger and Homelessness has worked with schools across the country to make it one of the most successful student and community events. More than 125,000 students have completed thousands of work projects, raising more than \$1.75 million dollars in the twenty-one year history of the Cleanup!

This year, we have a cool new opportunity to significantly increase our impact – specifically, the amount of money we raise, volunteer hours we offer, and food items we donate. This spring, the National Student Campaign and the Hunger Cleanup have teamed up with the Feinstein Foundation’s annual spring Challenge to End Hunger, a \$1 million giveaway to hunger relief agencies that run food and fundraising drives during the months of March and April (very similar to what we already do). Each participating agency receives a portion of the \$1 million based on the amount of food and money it collects during this time period. In other words, the more food and money an agency receives through the Hunger Cleanup and our ongoing work, the more money it will also receive through the Feinstein Challenge. With this in mind, schools should organize additional campus and community food drives, encourage donors to donate more money because of this great opportunity, and invite local hunger relief agencies to participate in this program. With just a little work, we can do even more to alleviate and end hunger in our communities!

The Problem: Hunger and Homelessness Today

As students face a world filled with global conflict, disappearing jobs, skyrocketing education costs, and increasing poverty, action is more crucial now than ever. Just last year, the national poverty rate rose to include 37.2 million Americans, which is a startling 12.7 % of the population. More than 38 million people live in households that are food insecure in the United States, while 3.5 million people are forced to sleep under bridges, or in parks, shelters and cars.

This isn't happening in an under-developed country – it is happening in the United States, the wealthiest nation in the world. It is happening in a country where two major hurricanes have destroyed the Gulf region and created a new population experiencing homelessness and where the federal government has recently voted to cut billions of dollars from domestic programs that benefit those experiencing poverty. These cuts will further leave food pantries and homeless shelters struggling to meet the increasing needs. Student volunteer power, funds, and food donations are desperately needed to meet the urgent needs of our communities nationwide.

The Hunger Cleanup will do just that!

The Hunger Cleanup Helps People Experiencing Hunger and Homelessness

In addition to providing valuable volunteer power and resources for important local programs, fundraising enables your group to have a long-term impact on the lives of people in need. Funds raised through both hourly sponsorship and contributions from local businesses provide immediate relief and support long-term efforts to end hunger and homelessness.

The Hunger Cleanup also:

- ✓ Educates participants and contributors about the problems of hunger and homelessness
- ✓ Completes needed projects in your community
- ✓ Involves students and neighborhood residents in joint action to improve communities
- ✓ Encourages continued community service participation by volunteers
- ✓ Builds and strengthens school and community relationships for future efforts
- ✓ Develops stronger student leaders and recruits new volunteers

II. GUIDELINES AND MAJOR DECISIONS

1. Event guidelines

To be an official participant in the 22nd Annual Hunger Cleanup, your school must:

- 1) Register with the National Student Campaign by calling 800-664-8647 or visiting www.hungercleanup.org
- 2) Arrange and complete work projects which address a community need
- 3) Organize and run food drives to support a local agency
- 4) Follow the fundraising distribution guidelines of the Hunger Cleanup, an official project of the National Student Campaign Against Hunger and Homelessness. The project name may not be used without the express written permission of Campaign.

2. Date of event

The date of the 22nd Annual Hunger Cleanup is Saturday, April 8, 2006. We encourage you to participate on this day, but if this excludes you from leading the event, you may schedule an alternative date. Please notify us immediately so we can provide undated materials. Most Hunger Cleanups are three hours long.

3. Set goals for fundraising, food collection and volunteer participation

Your organization should also set goals for other elements of the project that you would like to prioritize. For example, goals could include the number of leaders you would like to develop, number of coalition groups involved, or number of community partnerships established for ongoing volunteer opportunities.

4. The 2006 fundraising distribution guidelines

Through the Hunger Cleanup, you raise funds for agencies that provide immediate relief and work toward long-term solutions to the problems of hunger and homelessness.

❑ Local hunger and homelessness organization(s) (50%)

You choose the local organization(s) that best meets the needs of your community, such as food pantries, transitional housing programs, tutorial projects or programs at which you volunteer. We encourage you to research organizations that you consider funding and to choose organizations that are effective at addressing the most urgent community needs. Use personal contacts and meet with the groups you most want to fund. Ideally, this is an agency that you are already supporting.

Below are some suggested questions to ask as you select the local group(s) to receive 50% of the funds:

- 1) Why does hunger and homelessness exist in your community? What resources do emergency service providers need to better assist individuals requesting assistance?
- 2) What services does this organization offer? Does it effectively fill a need in the community?
- 3) How many individuals did your agency assist last year? Has the total number of requests for food or shelter increased, decreased, or stayed the same this past year?
- 4) In the past year, has the agency turned away people requesting food or shelter assistance? If yes, why?
- 5) In the past year, has the agency reduced the size of or cut any of its programs? If so, what programs were cut? Why were these cuts made?
- 6) How would the funds you contribute be used? Will it help alleviate hunger and homelessness? Will it fund a specific need or program that will improve the agency's effectiveness?
- 8) How does the agency incorporate the opinions of low-income people with its decision-making process?

❑ National Student Campaign Against Hunger and Homelessness (35%)

Your contribution makes it possible to expand and deepen the growing network of students involved in the National Student Campaign Against Hunger and Homelessness. By educating, involving and training students to be more effective in their efforts, the National Student Campaign fosters more action and leadership in the movement to end hunger and homelessness. The funds raised through the Hunger Cleanup allow the National Student Campaign to offer phone consultations, publications, and other resources to students, as well as to support existing programs and develop new initiatives.

❑ International Projects (15%)

Over the past two years, Hunger Cleanup organizers have looked for ways to more effectively support international programs aimed at alleviating and ending hunger and poverty. This includes offering immediate financial assistance to support aid work in response to the global conflicts and natural disasters while continuing to support sustainable community-based programs that elevate individuals out of poverty. As a result, this year, the international portion of the Hunger Cleanup will support:

- Operations to construct latrines, provide clean drinking water and food, and offer medical supplies and treatment for more than 235,000 refugees living in camps in Darfur, Sudan and counties ravaged by civil war
- The Girl Child Network in Zimbabwe, a project of the International Development Exchange (IDEX), that was designed to protect young girls from the threats of physical and sexual abuse in school and at home by offering a safe space for discussions, trainings, and legal and social support. GCN now serves 3,000 young girls in both urban and rural areas of the country.

Options for handling the funds:

1. You distribute the funds directly. If your group has a bank account, you simply send a check for 50% of the total money raised to the National Student Campaign Against Hunger and Homelessness (the National Student Campaign will send 15% to the international projects) and a check for 50% of the money raised to the local organization(s) you have chosen.

2. The National Student Campaign distributes the funds for you. If your group does not have an account, we will do it for you. Most schools utilize this option. Send 100% of the money raised to the National Student Campaign. We will then distribute 50% of the funds you raised to the local organization(s) you have chosen. Make sure that all checks are made out to the National Student Campaign Against Hunger and Homelessness or NSCAHH and that you send a money order for all cash. Be sure to send funds and information promptly to enable us to send the allocated funds to local and international organizations.

Please remember to:

1. Send us the money distribution sheet in the back of this manual. Sometimes a check is delayed because we do not have the name or address of the local recipient. If we are to send 50% of your funds to a local organization, be sure to send the agency's name, contact name, address, and phone number of the recipient. Without this information we cannot process your donation!

2. Be prompt and organized about your money distribution. Student checks often bounce if deposited after mid-May since students cancel their checking accounts at the end of the school year. Delaying distribution keeps your contribution from getting to the groups that need your support (and in the case of bounced checks, reduces the donation). Be sure to collect all contributions prior to the Hunger Cleanup and send the money to the National Student Campaign the Monday after the Cleanup. Additionally, encourage sponsors to donate to the Hunger Cleanup online (www.hungercleanup.org) to minimize the time it takes to process donations.

III. GOAL-SETTING AND PLANNING

One of the first steps of organizing the Hunger Cleanup is to set goals. The three most concrete goals to set for the Cleanup are your fundraising goals, food collection goals, and the number of volunteers participating. These goals should relate back to the bigger picture of what your group wants to accomplish throughout the year.

Additionally, you can use your Cleanup to accomplish other elements of your group's overall goals and priorities, such as increasing your relationship with the community (In this case, set goals for the number of endorsements from community VIPs such as the mayor, local representative, etc).

The most successful Cleanups, set clear goals before they even begin planning this amazing event. To begin setting goals, you must refer back to the community's needs and what your group wants to accomplish throughout the year. Next, think about what your group is capable of accomplishing to keep your goals realistic.

Setting goals

To help set appropriate goals, your group should answers to the following questions:

- What are the needs of my community?
- How will Hunger Cleanup funds and food items be used by the organization we're supporting?
- What role can our Cleanup play in fulfilling that need for a year or a month?
- How many volunteers will we need (based on the average individual fundraising) to raise the money it takes to fulfill that particular need?
- What kind of recruitment will it take to get that many volunteers? What tactics will we use, and how much of each tactic will it take to hit our goals?

How to Set Goals:

As the Cleanup Chair, you should be prepared to lead a goal-setting session with the organizing committee. In order to set challenging yet realistic goals, you must be prepared to talk through what it will take to reach a suggested goal. Below are some projections to use when leading your groups through goal setting.

Expectations: 80-90% of funds raised should come from individual volunteer fundraising. Half of your volunteers will come from student and community groups, and half will come from your general recruitment.

10% should come from business contributions.

Each volunteer should raise a minimum of \$50.

Guideline for expectations for individual donation levels:

Students: \$10-\$25

"Grown Ups": \$25-\$100

Professors: \$20-\$50

Small Businesses: \$50-\$500

Large Businesses: \$1,000-\$5,000

Goal Setting Example: There has been a 5% increase in the number of requests for emergency food at the local food pantry. The pantry has not been able to meet this increased need with its current level of funding and donations. A 5% increase at this particular pantry amounts to 1,000 pounds of food per month, which, based on conversations your group has had with the director of the pantry, costs \$3,000. Therefore, your group sets a goal to raise \$12,000 = \$6,000 for two months' worth of food for the pantry, and \$6,000 to support the national and international efforts to end hunger and homelessness. Plus, you decide to collect 4,000 food items that will aid the agency for another five months.

To collect 4,000 food items:

Host a campus-wide food drive during March = 1,000 items (with lots of visibility)

Organize 2 Supermarket Sweeps – 1 in March and 1 in April, with four volunteers at each site volunteering for 3 hours each = 2,400 items

Organize 2 Supermarket Sweeps or a neighborhood canvass the day of the Hunger Cleanup with four volunteers at each site = 1,200

Total: 4,600

To raise \$12,000, you need 200 volunteers or 20 teams (8-12 from groups and 8-12 from general recruitment).

200 volunteers x \$50 = \$10,000 (85% of all money raised)

10 businesses x \$100 = \$ 1000 (5% of all money raised)
1 Campus Dorm-Storm or easy campus fundraiser = \$1000

Total: \$12,000

So, what does \$12,000 really mean:

To local hunger and homelessness organization(s), that receive (50%) of the Hunger Cleanup funding, \$6,000:

Your school will help feed 100 people during the months of July and August each, the period in which the local food pantry is most in need of food because school children cannot rely on the school breakfast and lunch program during break. By donating the money needed to cover the costs associated with this increase, your school will ensure that the local pantry does not have to turn away any requests for food.

To the national student anti-hunger and homelessness network, that receives (35%) of the Hunger Cleanup funding, \$4,200:

Your school will support the expansion of the student anti-hunger movement by covering the costs to design and launch an online resource center that includes fact sheets, resource manuals, legislative actions that students can take, sample materials that schools can adapt to their own communities, and an interactive online network that students can use to build partnerships, support efforts on the other side of the country, and share ideas.

To the international community, that receives (15%) of the Hunger Cleanup funding, \$1,800:

Your school will purchase the emergency medical supplies needed treat 8,000 people for one month.

*** Remember that the best way to fundraise is to send an email request to friends and family members asking them to donate online at www.HungerCleanup.org.**

***As a bonus, target at least 1-3 large businesses for donations of \$1,000 - \$5,000. Don't count on it in your planning, as it is never guaranteed, but if it comes through, it will be a huge boost!**

IV. Planning for the Cleanup

After you set your goals, the next step is to develop a timeline. The best way to develop your timeline is by working backwards weekly from the April 8th Hunger Cleanup date to the date you will begin organizing your project. It is important that you keep the overall Cleanup goals in mind while developing the plan. This will ensure that you are constantly thinking of the big picture. As the overall chair, you should set a timeline on a big calendar for the entire project and help your committee coordinators set a detailed timeline for each of their committees.

We have divided the timeline into the five major components of the Cleanup: Recruitment, Fundraising, Feinstein Challenge, Work sites, and Media/Publicity. The following timeline will give you a format and general idea of what to include. Timeline planning will help you to anticipate needs and avoid pitfalls.

The biggest pitfall groups face in organizing the Hunger Cleanup is not starting early enough. All Cleanups could raise more than \$10,000, collect more than 20,000 food items, and involve more than 250 volunteers if the organizing committee starts early and follows the basic organizing plan. If you have not started yet, you are behind, so get moving!

SAMPLE TIMELINE FOR ORGANIZING THE 22ND ANNUAL HUNGER CLEANUP

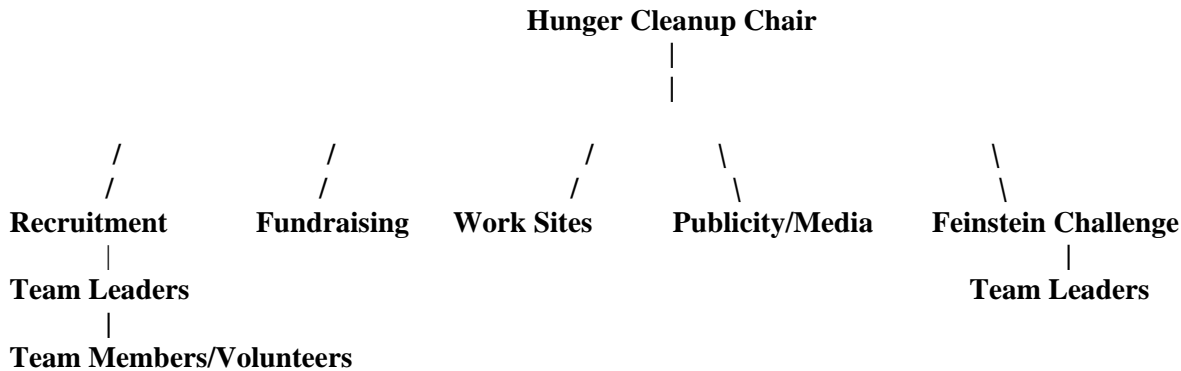
Fundraising	Recruitment	Worksites/Logistics	Feinstein	Publicity	
WK 0:	<ul style="list-style-type: none"> * Recruit overall Cleanup & Feinstein Coordinators * Develop a list of professors to contact for class announcements * Work w/ Feinstein Committee to develop a list of 5-10 local schools to participate in Cleanup and Challenge 	<ul style="list-style-type: none"> * Work w/ the Feinstein committee to develop a list of 10-20 agencies to contact for Needs Assessment and Challenge * Contact 50% agencies for Needs Assessment and Feinstein Challenge * Contact NSCAHH to register for Cleanup 	<ul style="list-style-type: none"> * Work w/ Worksites Committee to develop a list of 10-20 agencies to contact for Needs Assessment & Challenge * Work w/ Recruitment Committee to develop a list of 5-10 elementary and high schools to contact about participating in Cleanup and Challenge 		
WK 1: *****Set Hunger Cleanup Goals, Determine Local Beneficiary, Develop a Plan*****	<ul style="list-style-type: none"> * Recruit Recruitment and Fundraising Coordinators * Schedule class raps * Develop a list of student grps and student leaders to invite to be Team Leaders * Work w/ Feinstein Committee to contact local schools * Reserve a table to recruit vol. 	<ul style="list-style-type: none"> * Finish contacting agencies for Needs Assessment & Challenge * Set time and location for wkly mtg 	<ul style="list-style-type: none"> * Finish contacting agencies for Needs Assessment and Challenge * Work w/ Recruitment to continue contacting local schools to participate * Set goal for number of food items to collect 	<ul style="list-style-type: none"> * Write and send endorsement letters 	
WK 2:	<ul style="list-style-type: none"> * Develop a list of businesses to contact for donations * Coordinators start fundraising 	<ul style="list-style-type: none"> * Table in student center for volunteers (8hrs) * Do 5 class raps * Recruit Worksites, Publicity, and all key coordinators * Send endorsement letter to student grps, and admin @ Cleanup and Challenge * Call all student leaders to invite to be Team Leaders 	<ul style="list-style-type: none"> * Develop a list of potential worksites (should have solid initial information from calls you made for Community Needs Assessment * Write and copy worksite application and letter 	<ul style="list-style-type: none"> * Work w/ Recruitment to continue contacting schools – ½ Site Leaders set * Work w/ Worksites – 5 agencies commit to participating in Challenge 	<ul style="list-style-type: none"> * Dev a list o of VIPs to invite to participate in HCU and speak at * Meet w/ campus paper to write article @ Cleanup, Feinstein dorm-storm
WK 3:	<ul style="list-style-type: none"> * Write and send business donation letters * Plan & recruit volunteers for campus dorm-storm in WK 4 * Plan 1st Team Leader Meeting for WK 4 	<ul style="list-style-type: none"> * All coordinators recruited * Table in student center for volunteers (12 hrs) * Do 15 class raps * Call everyone who expressed interest in the Cleanup (ideally, they filled out a card) * Host a Cleanup Interest Meeting – ask everyone to be a Team Leader * Contact potential endorsers (follow-up on letters sent previous week) 	<ul style="list-style-type: none"> * Follow-up w/ agencies you spoke to for Needs Assessment to see if they need volunteers day of Cleanup * Send worksite applications out to all agencies 	<ul style="list-style-type: none"> * Finish inviting agencies to participate * Finish contacting local schools – 5 commit to participating in Challenge and HCU * Send Feinstein Organizing Kit to all participating schools and agencies * Site Leaders set for ½ schools * Contact the Education Department at your school to invite to participate in Challenge 	
WK 4:	<ul style="list-style-type: none"> * Organize a campus dorm-storm w/ 15 volunteers, raise \$500 * Call businesses to follow-up on donation request letter * Call SGA to schedule a mtg in WK 5 – to ask for \$ for t-shirts 	<ul style="list-style-type: none"> * Plan 1st Team Leader Meeting – (focus on recruitment – how to recruit their team) * Continue contacting potential endorsers/ Team Leaders 	<ul style="list-style-type: none"> * Contact potential worksites 	<ul style="list-style-type: none"> * All Site Leaders set – meet w/ individuals from participating school * Schools start recruiting volunteers * Recruit volunteers from your campus to help run Challenge (5 others involved) * Meet w/ Education Depart't rep 	<ul style="list-style-type: none"> * Send and call VIPs * Continue contacting potential endorsers * Have campus paper write article @ HCU, Feinstein, dorm-storm
WK 5:	<ul style="list-style-type: none"> * Meet w/ SGA to ask for t-shirt \$ and an endorsement * Meet w/ 3 businesses * Schedule mtg w/ key admin * Plan 2nd Team Leader mtg for WK 7 	<ul style="list-style-type: none"> * All Team Leaders set – finish contacting student grps * Host 1st Team Leader Mtg (focus: Recruitment) 	<ul style="list-style-type: none"> * Continue contacting potential worksites – 20% set 	<ul style="list-style-type: none"> * Work w/ Recruitment to contact on-campus grps and RAs @ Cleanup and Challenge * Contact 3 supermarkets re Supermarket Sweep in WK 7 (2 say yes) 	<ul style="list-style-type: none"> * Have two VIPs set to speak at Kick-Off * Hold a banner making party * Do PSA w/ campus

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<p>WK 6:</p>	<ul style="list-style-type: none"> * Meet w/ 3 more businesses * Have all Team Leaders send Friends & Family fundraising email to 10 ppl 	<ul style="list-style-type: none"> * Call to invite TL to 2nd Team Leader Mtg for WK 7 * Draft a sample recruitment email to everyone who expressed interest in Cleanup 	<ul style="list-style-type: none"> * Continue calling potential worksites * Confirm work and all supplies needed for current worksites 	<ul style="list-style-type: none"> * Compile materials needed for Supermarket Sweeps in WK 7 * Agencies and schools send donation request letters 	<ul style="list-style-type: none"> * Co-write HCU LTE w/ 4 coalitions * Research local media contacts 	
<p>WK 7:</p>	<ul style="list-style-type: none"> * Call all Team Leaders to ensure that they check in w/ volunteers before spring break (all have fundraising plan) * Continue meeting w/ businesses * Make a list of all materials and food needed for Kick-off event – develop plan to approach businesses * Deposit and send all \$ to NSCAHH * Host 2nd TL Mt (focus: Recruitment & Fundraising) 	<ul style="list-style-type: none"> * Call professors to schedule class raps for WK 10 * Reserve table in student union for 2 days during WK 10 * Send recruitment email to everyone who expressed interest in Cleanup (send email to coalition partners to circulate * Write and email first update to Team Leaders – (How to use Spring Break to fundraise) * Start planning All Volunteer Mtg for WK 10 * Host 2nd Team Leader Mtg 	<ul style="list-style-type: none"> * Call worksites – 50% set * Expand list of worksites to target (if needed) * Reserve room for All Volunteer Mtg in WK 10 	<ul style="list-style-type: none"> * Local schools organize class competitions & Supermarket Sweeps * Write and send local news advisory to media outlets announcing the Challenge * Meet w/ Site Leaders to revise plan 	<ul style="list-style-type: none"> * Invite service providers to speak at Kick-Off * Make a huge thermometer to track fundraising and post on campus – update weekly 	
<p>WK 8:</p>	<p>*****Spring Break*****</p> <ul style="list-style-type: none"> * Call and meet w/ businesses for financial support and prizes * Everyone fundraises while at home for Spring Break 		<ul style="list-style-type: none"> * Call worksites – 100% set 	<ul style="list-style-type: none"> * Schools organize a school-wide event (food drives, <i>Stuff the Bus</i>) * Schools continue to recruit volunteers for day-of Hunger Cleanup events 		
<p>WK 9:</p>	<ul style="list-style-type: none"> * Write and send email update to all Team Leaders * Call Team Leaders to check in w/ volunteers regarding fundraising and All Volunteer Team Mtg for WK 10 * Collect all funds and send to NSCAHH * Call businesses for donations (food and materials) * Host 3rd Team Leader Mtg (focus: Fundraising and Working w/ Team Members) 	<ul style="list-style-type: none"> * Call all student grps and Team Leaders for list of volunteers * At end of week, have 10 class raps scheduled for WK 10 * Final prep for All Volunteer Mtg * Host 3rd Team Leader Mtg (focus: Fundraising and Working w/ Team) 	<ul style="list-style-type: none"> * Develop worksites spreadsheet (track: site, address, transportation accessible, # of volunteers need, activity, etc...) 	<ul style="list-style-type: none"> * Contact 5 supermarkets for permission to host Sweeps during on day of Cleanup (3 say yes) * Continue recruiting volunteers for day of Cleanup * Contact all Site Leaders 	<ul style="list-style-type: none"> * Host a poster party to blitz campus * Reserve location for Kick-Off – have rain location * Write & submit LTE to campus paper @ Cleanup & Challenge 	
<p>WK 10:</p>	<p>*****FINAL RECRUITMENT BLITZ*****</p> <ul style="list-style-type: none"> * Host All Volunteer Mtg – collect \$ * Big Friends and Family fundraising blitz – all volunteers email 10-15 ppl * Organize dorm-storm w/ 20 volunteers – raise \$1,000 and recruit 20 volunteers * Call businesses for final donations * Plan 4th Team Leader Mtg 		<ul style="list-style-type: none"> * Do 10 class raps and table 12 hours recruit 50 additional volunteers * Invite everyone to All Volunteer Mtg * TLs call their team, recruitment committee calls all volunteers identified through general recruitment * Plan 4th Team Leader Mtg – call to invite all Team Leaders 	<ul style="list-style-type: none"> * Confirm worksites * Match teams w/ worksites * Work w/ fundraising to get final items donated * Work w/ Feinstein Committee re supermarkets 	<ul style="list-style-type: none"> * Agencies and schools send 2nd donation request letter to network * Continue to recruit for day-of Cleanup events * Work w/ publicity to send news advisory highlight supermarkets 	<ul style="list-style-type: none"> * Chalk & poster campus * Confirm room for Kick-Off * Send news advisor y – get quotes * Send advisory to newspapers * Call media to confirm
<p>WK 11:</p>	<p>*****HUNGER CLEANUP – APRIL 8TH*****</p> <ul style="list-style-type: none"> * Host 4th Team Leader Mtg (focus: Day-of Logistics and How to Increase Show-Up) * Collect all \$ * Pick up donations * Write and send email to all volunteers How to Raise \$100 in 5 Days! 		<ul style="list-style-type: none"> * Email final update to TL and volunteers * Confirm all TL and volunteers to confirm 3 days before Cleanup * Develop and implement phone tree plan w/ TL * Host 4th Team Leader Mtg 	<ul style="list-style-type: none"> * Confirm all worksites and contact ppl * Develop worksite packets for all TL * TL visit worksites before day-of * Pick up a final materials 	<ul style="list-style-type: none"> * Schools end class competitions - culminated day of Cleanup * Confirm all volunteers & supermarkets Sweeps * Compile all materials for Supermarket Sweeps * Host 3 Supermarket Sweeps day of 	<ul style="list-style-type: none"> * Write news release - compile media kits * Confirm media day before and morning of * Designate 1 media & speaker buddy * Confirm speakers

V. Hunger Cleanup Structure

The Hunger Cleanup is a sizeable event to organize and, if done correctly, your organization should reap the benefits of having more volunteers and stronger leaders. The keys are to have a solid structure and plan to recruit and develop leaders.



Hunger Cleanup Chair

This individual oversees each of the Committee Coordinators and runs Hunger Cleanup Committee meetings. This person should have experience organizing the Hunger Cleanup or a similar type of event. He/she must be ready to take on responsibility, stay on top of the plan and timeline, work with all coordinators to ensure they meet their goals and commitments, be flexible and help offer assistance as need, problem solve when necessary, and run trainings and meetings. The Hunger Cleanup Chair should meet weekly with Committee Coordinators. Also, this person will work with the core student coordinators to set goals and develop a Cleanup plan.

The most successful Hunger Cleanups involve a variety of people and groups in the planning of the project. Actively recruit student leaders from the Greek system, residence halls, student government, and other campus organizations to lead or serve on committees.

Committees

The Committees plan and execute the vast majority of tasks to organize the Cleanup. The five committees are Recruitment, Fundraising, Feinstein Challenge, Work Sites/Logistics, and Media/Publicity. Recruitment, Fundraising, and Feinstein Challenge are principle committees needing a lot of leadership and volunteer power. Work Sites/Logistics and Media/Publicity can be run by fewer people who are conscientious and follow through on all responsibilities. Each committee is led by a coordinator who meets weekly with the Hunger Cleanup Chair, and runs the committee meetings.

Recruitment Committee Coordinator

The Recruitment Committee Coordinator works with a core group of volunteers that is responsible for recruiting, training and motivating team leaders, volunteers, and local schools to participate in and meet the goals of the Cleanup. The Recruitment Committee will recruit in three major ways – coalition building with other campus organizations, at-large campus recruitment, and outreach to local schools.

Fundraising Committee Coordinator

The Fundraising Committee Coordinator works with a core group of volunteers (typically 3-6 volunteers) that is responsible for 1) working with the Recruitment Committee to train Team Leaders how to fundraise, 2) raising

money from businesses and large donors, 3) tracking and collecting all income, and 4) coordinating money distribution with the National Student Campaign. The Committee also organizes additional fundraising events, including dorm storms and canvassing, that will supplement the individual volunteer fundraising.

Feinstein Challenge Committee Coordinator

The Feinstein Challenge Committee Coordinator works with a core group of volunteers that is responsible for 1) working with the Recruitment Committee to recruit local schools and agencies to run food drives events, 2) organizing on-campus and community food drives events, 3) tracking and collecting all food items, and 4) coordinating donation reporting forms with the National Student Campaign. The Committee also works with the Worksite Committee to recruit supermarkets as worksites for additional food drive events on the day of the Cleanup.

Worksite Committee Coordinator

The Worksite Coordinator works with a core group of conscientious volunteers that is responsible for 1) recruiting worksites, 2) knowing the type of work and number of volunteers needed at each site, 3) getting materials for the work project, 4) assigning teams to each site, and 5) acting as liaisons to the agencies.

Visibility/Media Committee Coordinator

The Publicity/Media Coordinator is unique in that it is the only person (besides the Chair) to closely interact with all other committees. This committee is responsible for 1) creating a buzz on campus about the Cleanup and the Challenge, 2) publicizing the events, and 3) working with the local and regional media. The Visibility/Media Committee should also memorialize the events by taking photos and videos.

VI. Recruitment

A strong recruitment campaign will help you meet your goals for participation on the day of the Cleanup, add more volunteers to the coordinating committees, bring visibility to the project, and ensure that you raise the funds and food items needed to effectively address the problems of hunger and homelessness. The key is to ask everyone you know to join the Cleanup – some will help organize the events, others will volunteer the day of the Cleanup, and still others will sponsor you for your volunteer work or donate to your food drive efforts.

The most successful Hunger Cleanups have a strong recruitment committee in place that consists of a recruitment coordinator and countless team leaders that include representatives from other student groups, sports teams, religious organizations, and the Greek system. To increase the effectiveness of the Cleanup, the recruitment committee should also consist of team leaders from local high schools, middle schools, and elementary schools that will organize additional food and fundraising drives and increase the number of volunteers the day of the Cleanup!

Recruitment Materials in Appendix

1. Team Leader Job Description
2. Team Leader/Endorsement Tracking Form
3. Team Leader Kit
4. Team Leader and All Volunteer Training Agenda
5. Tabling Rap
6. Class Announcement
7. Sample Email to Student Groups and Organizations
8. Sample Letter to Schools Inviting them to Participate in the Feinstein Challenge

Team Leaders

Team Leaders are the most important ingredients of a great Hunger Cleanup. Team Leaders are the top fundraisers for the Cleanup, and are responsible for recruiting and motivating a team of 8-10 volunteers to participate in the Cleanup. A great Team Leader will provide over 25 volunteer hours and raise at least \$500

(raising \$150 himself/herself and ensuring that his/her 8-10 volunteers each raise \$100). Since Team Leaders are so important to the success of the Cleanup, you should be sure to recruit as many as possible.

Team Leaders Responsibilities Include:

- Exceed minimum fundraising expectation of \$100 per volunteer
- Personally raise a minimum of \$150
- Recruit, train and motivate a volunteer team of 8-10 students to exceed personal fundraising goals
- Distribute Hunger Cleanup Volunteer Kit to volunteers
- Attend Team Leader meetings and trainings
- Call/email team members every week to share team/campus highlights and monitor fundraising
- Collect money from each team member and turn it in to the Fundraising Coordinator in advance
- Make sure that each volunteer knows the time and place to meet on the Cleanup day
- Oversee his/her team at a work site during the Cleanup, and arrange transportation for their team
- Facilitate reflection session after the Cleanup

Tips on Recruiting and Working with Team Leaders

1. Recruit everyone to be a Team Leader. You should focus mostly on student organizations, since they tend to have the best leadership. Try brainstorming a list of all the student leaders on campus and personally inviting them to be a Team Leader. Of course, don't forget about "at-large" recruitment too.
2. Tell a compelling story about your goals. People will step up if they are moved by your goals.
3. Stress that Team Leaders are the backbone of the Cleanup.
4. Run great Team Leader trainings.
5. Follow up with Team Leaders regularly.

Tips on Recruiting and Working with Volunteers

1. Work closely with Team Leaders. When properly motivated and trained, the Team Leaders will do most of the volunteer recruitment.
2. Use the "At-Large" recruitment techniques on the next page.
3. Hold great "All-Volunteer Meetings." Two weeks prior to the Cleanup, hold an "All-Volunteer Meeting" to get your volunteers excited and motivated to meet or exceed their goals in the last two weeks.

Recruitment Techniques

There are several primary techniques for recruitment. In addition to approaching established student groups, you should recruit new volunteers on campus and in the community. Personal, active recruitment tactics are the most effective, such as active tabling, speaking in classes, making presentations to community/campus organizations, and talking to people you know. In order to reach the most people possible, be sure to utilize several of these techniques. An effective recruitment plan combines active recruitment methods such as tabling and class announcements with more broad, visible forms including posters and articles in the newspaper. Within the organizing plan, the Recruitment Committee is generally responsible for the active forms of recruitment and the Visibility Committee is responsible for the more broad techniques. These two committees should work closely together to coordinate their efforts.

At-Large Recruitment

1. Tabling

Tabling is a tried and true method of recruitment that serves many functions. Beyond recruitment, tabling can successfully build visibility for your Hunger Cleanup and educate passersby about the problems of hunger and homelessness.

Volunteers should use the table as a base (think of the table as a work shelf) and have materials out, especially a large poster or display, to project their presence into a flow of people and to help get their attention. However, it is still up to the tablers to do the actual outreach by engaging passersby with an attention-grabbing question (example: "Are you concerned about hunger and homelessness?").

How to:

1. **Materials** -- Prepare materials to be displayed at the table, such as banners, posters, fact sheets, buttons, and articles from the paper. Also, be sure to have pens, clipboards, and a tabling schedule to sign up new volunteers to table. When a table is set up with imagination and flair, it reinforces your organization's image as credible and active.
2. **Placement of table** -- The location of the table is key to its success. First pick high traffic areas like a dining hall or student union. Second, table in a variety of places to get a good mix of people. Third, table where you are allowed to be. Find out logistics and if you need permission.
3. **Plan** -- Set goals for the number of volunteers you would like to identify from the table and the numbers of coordinators you would like to develop. Plan to get 5-6 volunteers signed up per hour of tabling. For example, if you have two volunteers signed up for 1 hour each, they should sign up 6 volunteers each for a total of 12. Tabling is a good activity for new volunteers, so use your recruitment table to train and involve new folks. Be sure to have an experienced volunteer at the table to coordinate each hour of tabling. Always sign up twice as many volunteers as you need at any given hour, in anticipation that half will have a conflict arise or will forget. That way you will always have at least the number of volunteers you need and maybe some extras. Be sure to give every volunteer a quick reminder call the night before they are signed up to table. (Keep in mind, students are extremely busy individuals, so it is rather easy to forget about some responsibilities, a phone call the night before is much more effective and personal than a reminder email).
4. **Training** -- Each hour's coordinator should give new volunteers a brief overview of the Hunger Cleanup and the goals of the table. Give volunteers basic tips for effective tabling, and a copy of the sample presentation. It is useful to demonstrate approaching someone and then observe the new volunteer and give him/her feedback. The coordinator should actively table to set the example and should check in frequently with new volunteers.

At the end of their shift, new volunteers should be asked about their experience and invited to come back the next day to coordinate the table. This way you are building the number of coordinators and are giving new volunteers the opportunity to take on more responsibility.

5. **Presentation or "Rap"** -- The basic information you're giving to people should consist of an introductory question, description of organization, overview of problem, overview of proposed solution, opportunity for involvement/support, and a request to sign up to participate in the Cleanup.

2. Class Announcements (Class Raps)

Class announcements are a great way to reach lots of people, build visibility, educate people, and recruit interested volunteers and/or contributors. Class announcements are not as personal as one-on-one tabling and so the quality of recruitment is slightly lower. However, they do enable you to get your message out to a broader group, recruit potential volunteers, and to build a relationship with the professor of the class.

How to:

1. **Set goals.** Typically, 15% of a class will fill out volunteer interest cards.
2. **Target a diverse cross-section of classes and large classes.**

3. **Call professors ahead of time to ask for permission.** Most faculty members will let you make a 3-5 minute presentation about your project at the start of the class period. The biggest challenge will be reaching faculty members in their offices. Count on scheduling 4-6 class announcements per hour of faculty phoning, and be sure to have group members ask their own faculty members if they can make an announcement in their own classes.
4. **Materials.** Have a sign up sheet or volunteer card to pass out so that folks can sign up with their name and phone number during your announcement. Be sure to collect the sheet or cards before you leave. Also have a written sample class announcement as a training tool for volunteers doing the announcements.
5. **Have a training plan.** The class announcement coordinator should schedule trainings so that volunteers can learn how to effectively speak to classes. People are often nervous about public speaking, so an effective training and a sample announcement will help prepare volunteers.
6. **When doing an announcement, arrive to the class a few minutes early in order to introduce yourself to the professor and to pass out volunteer sheets or cards. Ask the professor to introduce you to the class when he/she is ready.** Also, write the place and time of your next meeting on the board. Remember some volunteers will be interested in participating in the Cleanup, but others will want to get actively involved in helping to plan the Cleanup.

Tips

1. Memorize the rap.
2. Keep your announcement short and to the point
3. When speaking keep your pace should be slow, and your tone warm and friendly.

Recruiting from Student Groups and Organizations

Student organizations are a great place to find good, committed volunteers to train as team leaders. Since most people involved in student organizations have access to a base of people through the organization, they can easily recruit a team of volunteers to participate in the Cleanup. About half of your volunteers and team leaders should come through recruiting from student groups and organizations.

Brainstorm through a list of which organizations you'd like to get involved with the Cleanup. Start first with groups that have a purpose that falls in line with the goals of the Hunger Cleanup: service organizations, service dorms or fraternities, campus ministry, etc. Then, broaden your set of target organizations to include non-traditional allies that will help to involve the entire campus community: sports teams, academic clubs, Greeks, etc.

Obtain a list of club presidents or contact people from the Student Activities Office or club websites and send them an email inviting their club to participate in the Hunger Cleanup. There is a sample email inviting organizations to participate in the appendix. One or two days later, call through the list of target organizations to follow up, have one-on-one conversations with the president or contact person, and get them committed to organizing a team of volunteers. Get materials to them as soon as possible, and schedule them into the next Team Leader training.

Recruiting Local High, Middle, and Elementary Schools

Recruiting local high, middle, and elementary schools is a great way to have the most students and schools involved in your Hunger Cleanup. It is also a great way to boost the amount of food and money you collect for the Feinsein Challenge, since principals, teachers, clubs, and honor societies are often searching for new

Fundraising Materials in Appendix

1. Sponsor Sheet
2. Personal Fundraising Letter/Email
3. Business Fundraising Letter

community events in which to get their students involved. You should set a goal for the number of local schools you want to get involved in the Cleanup during your overall goal setting. A minimum of 2-3 local schools is recommended.

Brainstorm through a list of which local schools you'd like to get involved with the Cleanup. Research the names, mailing addresses, email addresses, and phone numbers of principals, social studies teachers, student body presidents, community service clubs, honor societies, or other relevant faculty, staff, or student groups at the schools. Send each contact a personal letter inviting their school to participate in the Hunger Cleanup, specifically highlighting the Feinstein Challenge. One or two days later, call through the list of school contacts to follow-up, have one-on-one conversations about the Challenge, and get them committed to organizing food or fundraising events. Get materials to them as soon as possible, and follow-up with them on a regular basis through the duration of the Challenge.

To reach out to additional schools in your community, obtain a list of Education Department faculty and staff, including the Education Department Chairperson, Student Teacher Advisors, and Service-Learning Professors, and send each contact a personal letter inviting the Education Department to participate in the Challenge. Be sure to make follow-up calls to each contact to explain your vision for the role of the Education Department in the Challenge and set up a meeting with student teachers and service-learning students to recruit them as Team Leaders in the Challenge. Meet with the education students as soon as possible and schedule them into the next Team Leader training.

VII. FUNDRAISING

The Hunger Cleanup is an "a-thon", similar to a walk or dance-a-thon but has the added benefit of having a meaningful action (community service). The primary goal of the Cleanup is to raise money for programs fighting hunger and homelessness. Through fundraising your group will not only have an impact on April 8th but also into the future as well. Many organizations depend on these kinds of fundraisers in order to survive.

How do you raise money?

Volunteers raise funds by asking friends and others to sponsor their volunteer hours. Individual fundraising is the backbone of the Hunger Cleanup. By gathering hourly sponsorships, all volunteers learn the skill of fundraising, and more people can participate in the Cleanup by contributing. Be sure to give volunteers copies of the sample fundraising letter/email and a copy of the fundraising rap (with all of the local information and goals already filled in for them.)

The best way for people to donate is online at www.HungerCleanup.org. Through this safe, secure online donation-system, individuals can make contributions from their credit cards. Last year, some Cleanup volunteers raised upwards of \$500 from this online donation-system. The most important aspect of fundraising is to lead by example. The leadership and volunteers most involved in organizing the Cleanup should achieve their fundraising goals in the first 2-3 weeks.

Four Quick Steps to Raising Money

- 1. Make a list of everyone you know – friends, family, professors, etc.**
- 2. Send them a personalized email (there is a sample in the appendices.)**
- 3. Call everyone to follow up.**
- 4. Collect the money or thank sponsors for donating online with their credit card.**

Tips on Getting Volunteers Motivated to Fundraise

- **Explain why it is important to raise funds.** Make sure volunteers know how the money will help people who are hungry and homeless. Choose the local program(s) your Cleanup will support early and talk about the National Student Campaign's work.
- **Set High Goals.** \$50 per volunteer = 3 friends at \$10 each is the minimum and one family member at \$20 (As you can see, it is really easy to raise the money, the key is to ask people). Encourage people to do better than this by asking more friends, approaching professors, relatives, and other people who can make larger contributions.
- **Set an example.** Each Committee Coordinator should reach his/her individual goal (which should be higher than the general goal, i.e. \$100) in the first 2-3 weeks of the term. This demonstrates the importance of gathering sponsorships, improves the training and confidence of volunteers, and raises a solid base of funds (\$1,500-\$2,000) right away.
- **Just do it!** The Recruitment Committee should train Team Leaders, and Team Leaders in turn should train other students. Once Team Leaders have trained their members, go out and ask people for money in the dorms, in the community or at local businesses. It will be less intimidating if people go in teams of two or three. After a few hours, you will probably have the number of sponsors that you are looking for!
- **Get prizes donated to provide more incentive** for individuals to achieve their fundraising goals. Businesses will often donate prizes appropriate for the individual(s) and team(s) that raise the most money -- i.e. pizza party, gift certificates, movie tickets. Some schools have successfully gotten t-shirts donated or paid for by student government and then sold t-shirts or given them to volunteers who raise the goal you've set (i.e. \$35-45).
- **Remember:** Volunteers should collect the money at the time that someone pledges and turn it in prior to the event. Collecting the money before the event is a good way to eliminate the need for volunteers to track down sponsors later. In addition, turning in the money immediately ensures that the recipient organizations can put it to use right away.

Business Fundraising

Business fundraising can also be an effective way to raise money for the Cleanup. Your group should think big and ask for a lot of money from a lot of different places. However, this should not be the focus of your fundraising efforts. Due to the structure of most companies, it can be difficult and tedious to acquire donations in a timely fashion. Since hitting your fundraising goals is so important, you should plan to raise enough money through individual fundraising, with the knowledge that whatever money comes in from businesses will just make your Cleanup that much more effective.

- A. **Identify and target local businesses:** Instead of trying to get a donation from every business in town, start by making a list of 10 - 15 businesses on which to focus. Pay careful attention to businesses that have philanthropic reputations - ones that are rooted in the community; ones that are frequented by the campus community; and ones that can provide the Cleanup with the in-kind donations you will need. In-kind donations can include printing, office supplies, prizes for the most money raised or for the group that turns out the most people the day of the event.

- B. Send out letters:** Send your list of businesses a standard one-page letter introducing them to the Cleanup. The outline of the letter can include an introduction of who you are, the problems of hunger and homelessness in your community, what the Hunger Cleanup is, and what they can do to help. (This is a specific place to include the community group you are supporting). Be sure to enclose a Hunger Cleanup brochure and let them know you will call them next week.
- C. Follow-up with phone calls:** No more than two days after businesses have received the letter, call your contact person about setting up a meeting. Answer any quick questions over the phone, but save the bulk of your information for the meeting. Remember, it is easier for a business to turn you down over the phone than in person. So wait until the meeting to ask for a donation.
- D. The meeting:** Prepare to make a brief (5 minute) presentation on the Cleanup. By this time, you should have a list of endorsements from the university community, a list of participating groups and work sites, and a description of the local group who will receive 50% of the proceeds. Businesses will often want to give you products rather than money. However, be prepared to articulate the good that the money will do in their community - only money will pay the rent of the local shelter or organization you are supporting. Ask for money from businesses first and be prepared to ask for product donations as well.

VIII. Feinstein Challenge

Now that you have local high schools and elementary schools committed to participate in the Feinstein Challenge component of the Cleanup, you need to work with the Team Leaders at schools to organize food and fundraising drives. You also need to organize food and fundraising drives on campus so that the most food and money is raised for the local agency you are supporting. Below is a list of fun food and fundraising drives that you can organize on campus and at local high, middle, and elementary schools.

BIG Food Drives and Fundraisers

Can Can-vassing: The Team Leader could host a school assembly to launch a school-wide food canvassing drive. Instead of selling chocolate bars or magazine subscriptions, students will be collecting food or monetary donations from their neighbors, friends, and family for the Feinstein Challenge. The Feinstein Challenge Committee should create publicity materials to be distributed throughout neighborhoods prior to the drive, create informational fliers to be distributed during the drive, and provide free pizza passes, ice cream passes, or bowling passes (arrange to have donated by local businesses) for the top ten canvassers that raise the most food and money for the Feinstein Challenge.

Class Competitions: The Team Leader could organize school-wide class competitions by collaborating with other faculty. The Feinstein Challenge Committee should create charts and thermometers to track each class's progress and provide a pizza party or ice cream party (arrange to have donated by local businesses) for the three classes that raise the most food and money for the Feinstein Challenge.

Letters Home: The Team Leader could have all faculty and staff send letters home with each student requesting food or monetary donations for the Feinstein Challenge by all parents, guardians, family members, and friends. The Feinstein Challenge Committee should provide a copy of the sample letter to family and friends and track the amount of food and money collected on a weekly basis.

School Spirit: The Team Leader could talk with the pep rally, school dance, or school fair organizers to accept food or monetary donations for the Feinstein Challenge as admission for the event. Students should be asked to show their school spirit by attending the school event and donating 5 food items or \$5 in cash to enter. The

Feinstein Challenge Committee should create letters to be sent home notifying family members of the event and provide collection bins for the day/night of the event.

Stuff the Bus: The Team Leader could arrange for the local school district to donate a school bus for the school parking lot. Students should be asked to bring in food items to “stuff the bus” for the Feinstein Challenge. The Feinstein Challenge Committee should provide a list of most needed items for the local hunger relief agency you are supporting, though all food donations should be encouraged. The *Stuff the Bus* drive can be an ongoing event throughout the Feinstein Challenge or a week-long blitz to culminate the Challenge.

Supermarket Sweeps: The Team Leader could talk with faculty members, after school club moderators, and sports team coaches to sign up their classes, groups, and teams to stand outside of local grocery stores to collect food items. Each class, group, or team could be responsible for one week and rotate his or her members for the various nights or weekends. The Feinstein Challenge Committee should provide a list of most needed items for the local hunger relief agency you are supporting, though all food donations should be encouraged. The Committee should also create publicity materials to hang around grocery stores prior to the sweeps and create informational fliers to distribute during the sweeps.

VIII. Work Sites

Now that you have volunteers, you must be able to send them to a site to volunteer. Whether it is several small agencies or one large site, such as a park or a church, it is important to have worthwhile activities that the student volunteers are responsible for completing. In addition to work projects, volunteers may also be interested in hosting large food drives outside of community grocery stores to support the Feinstein Challenge. Several grocery stores can be recruited as work sites, with 2 volunteers per door at each grocery the day of the Cleanup. No matter what sites you select, be sure to choose sites that address the community needs and relate to the problems of hunger and homelessness.

How-To Locate Work Sites:

1. In December and January, develop a list of potential sites. For additional agencies, contact the Salvation Army, regional food banks, and the United Way for a list of affiliates.
2. Send potential sites a Work Site Application and cover letter.
3. Make follow-up phone calls within one week of sending the letter. You need to contact the agencies between the hours of 9am - 5pm. Many times you will have to contact an agency three or more times before you actually speak with the right person.
4. Start early! All worksites should be secured before the second week of March.

What should I ask an agency representative?

1. What kind of work will people be doing?
2. Will the agency supply the materials or do we need to provide them?
3. Is the agency easily accessible from campus -- by car, by mass transit?
4. Is there a time the team leader can visit the agency to become more familiar with what they do and how to get there?
5. Would they like to speak at a rally before the Cleanup?
6. Would they like to address the volunteers before they begin their day of service?

IX. Visibility and Media

The Hunger Cleanup and Feinsein Challenge will not be a success if only a few people know about it. You need to create a buzz in order to make it the largest and most wildly successful event on campus. Everyone should know about these events. Everyone should want to participate in these programs.

On-Campus Publicity -- How To:

1. In addition to the materials that the National Student Campaign supplies, you should create informative, fun, and eye-catching materials including banners, flyers, fact sheets, signs, etc. Post materials everywhere!
2. Have an informational meeting at the beginning of the year. Invite a guest speaker, such as an agency or organization director, a homeless or formerly homeless person from your local community, or a staff member from the National Student Campaign.
3. Make presentations to campus and community groups to invite them to the general interest meeting and to recruit team leaders and volunteers.
4. Approach the student government association, president of your college or university and/or the faculty senate to pass a resolution in support of the Hunger Cleanup. You could also ask them to contribute funds or food items or to buy or print T-shirts.
5. Work with the campus media. Write letters to the editor, make public service announcements on the radio, and ask the campus paper to run a story about the Cleanup.
6. Schedule a teach-in. Ask a cool professor if you can teach a class about hunger and homelessness issues and plug the Cleanup at the same time.
7. Have a table event. A table in the main quad with lots of volunteers, posters, and fact sheets is a great way to be visible.

Community Publicity -- How To:

1. Begin your publicity campaign by contacting local agencies for statistics on hunger and homelessness. You can use these for your flyers, campus group presentations, media, etc. In addition you can begin a relationship with a variety of community groups with which you can work on the Cleanup and support through the Feinsein Challenge.
2. Pass out informational fliers at busy intersections highlighting the problems and ways community members can get involved (donating money or food items or participating in the Cleanup).
3. Gain endorsements from the mayor, elected officials, local VIPs, and the college president. VIP endorsements will help increase coverage of the event.
4. Ask local businesses to develop teams to participate in the Cleanup. This is a common recruitment and fundraising tactic for awareness walks. Local businesses might put forth a team and might agree to match the amount raised by their employees with a company donation.
5. Put up posters asking for volunteers at grocery stores, churches and temples, or other local gathering places.
6. Educate the local high, middle, and elementary schools and recruit students for the Cleanup at the same time.
7. Generate community media coverage through articles, public service announcements, and letters to the editor.

Documenting the Event

Make sure to compile a notebook of your notes, plans, timelines, photos, correspondence, and media coverage. This information will be invaluable to next year's Cleanup organizers, will save them time and increase their effectiveness. Also, by having all the information neatly placed in one notebook, organizers will be able to pull articles, resolutions, and endorsement letters for use in meetings with administrators and student leaders, as well as in meetings with local businesses and organizations who are potential donors.

MEDIA

Generating campus and community media coverage will not only recruit volunteers for the Cleanup but will also educate the general public about the problems of hunger and homelessness. To help you with this effort, the Campaign will send you a media kit that will include a sample news advisory and release, a sample public service announcement, a guide to organizing a press conference, and general tips for gaining media coverage.

Tips to Generating Media Coverage:

◆ **Campus and faculty newspapers.** Early in the term, contact the news editor. Highlight participating campus groups and leaders, local statistics, and endorsements. Pitch the story of the Hunger Cleanup itself, but also the story of the planning of the event. You will want the paper to do a story immediately about the Cleanup, your goals, and any early highlights. Then you want them to do a follow-up story or two prior to the event, and cover the event itself. The whole campus should know about and be invested in the Hunger Cleanup. As the event draws near, contact a reporter with more details. Suggest a series of articles on the hunger and homelessness problem and offer to write an opinion editorial (long letter-to-the-editor) about hunger and homelessness. Some campus papers will let you write your own column over the course of the year.

◆ **Local and regional newspapers.** Most of the information above for campus media is relevant to the community media, as well. Be sure to highlight local statistics, work sites, local fundraising recipients, and community endorsements and donations - this will help bring the story into the community and localize the story.

◆ **Radio Stations.** Ask radio stations to run public service announcements, 30 to 60 second announcements to pitch the event and run at different times throughout the day. The media kit will contain a sample, but don't hesitate to ask your station for the format they prefer. Local community-based and campus stations may have talk shows on which you can appear. They can also cover the event itself.

◆ **Television Stations.** TV stations need good visuals to cover a story. The Cleanup itself is a great TV story, especially if you can get the mayor or other VIP to roll up their sleeves and work with you. Also, think of other visual events you can invite them to prior to the Hunger Cleanup. For example, you might invite the media to cover a large Team Leader training with a well-known local leader. If you are in a small town, a large visible banner-making party or fundraiser with lots of volunteers and colorful banners, might be newsworthy. Be creative. Lots of people and creative displays are a good start.

◆ **Refer reporters to the National Student Campaign for a quote** about your work and the national perspective and history of the Cleanup.

X. Reflection

With each community experience, people learn about themselves and about those in their surrounding environment. There are simple, concrete ways that you can make the experience of the Hunger Cleanup a more thoughtful and rewarding experience for all.

We encourage you to do this by introducing a reflection component in your event. Reflection can take many forms and shapes, but the two critical elements are to think about and discuss your experience. By reflecting in a group setting, participants often gain better insight into what they have felt and learned through their experience. Experience has also shown that events that incorporate a reflection component are more likely to retain volunteers throughout the year.

You should tailor the reflection component to your event and your participants. The following suggestions are from the Fairfield University Hunger Cleanup, where immediately following their service project students met in small groups. The groups, composed of four to six people, met for 20 - 30 minutes. The following questions can be used for conversation:

1. What did you accomplish today, both as an individual and as part of a group?
2. What if anything surprised you about the experience?
3. What did you personally learn from the experience?
4. How does what you did today fit into the bigger picture?
5. How do you intend to stay involved?
6. Why do you think these problems exist?

A Team Leader who has prepared for the discussion should facilitate each reflection group. By conducting the reflective session at the work site you won't lose people between the ride home and a meeting afterwards. If people are too tired to stay at the work site, use index cards as "reflection cards" for volunteers to write down their thoughts and have team leaders pose questions on the ride back. You can use these quotes for Cleanup materials the following year or send them into the Campaign to be used for this manual, the brochure or other materials.

The most important thing is to create an atmosphere where volunteers feel comfortable talking about their experiences. In this way, it is easier to make connections between their individual actions and larger actions against hunger and homelessness.

XI. Last Minute Tips

Remind all volunteers. Call Team Leaders to remind them of the event, where they should be, and when they should be there. Each Team Leader should contact his/her volunteers at least two days before the day of the Cleanup to remind them of the time, a place to meet, and any particular type of clothing that should be worn given the work to be done for the day.

Collect the money. You should collect money at each event, Team Leader Training, and the All Volunteer meeting. The week before the Cleanup, plan to collect all outstanding contributions. The money should be brought to a safe place for a final count and sent to the Campaign or deposited as soon as possible. Don't rely on the day of the Cleanup to collect a lot of outstanding money, you will have a hundred things to do without worrying about the handling of checks or cash.

Have a headquarters for the day with a phone and answering machine or use a cell phone for the day and make sure all team leaders and media contacts have the number. At this site you can answer press calls, place latecomers and deal with any logistical problems.

Take action photos. Use black and white film and send photos to the Campaign, we'll use it for our brochures, posters, and annual report.

Have fun at a Post-Cleanup party! Hand out sign-up sheets for on-going involvement and celebrate your successes. (Ask local businesses to donate food for your party.) Invite the mayor, president of your university, and local community members.

XII. Wrapping It Up

Even though all the hard work is done and you are basking in your success, there is still some work that needs to be done before the Cleanup is wrapped up.

1. **Please call the Campaign staff immediately to report your results.** This is the one event that we work towards all school year so please do not hold us in suspense. Call us on April 8th or at the latest on April 13th at 800-664-8647 to tell us how your Cleanup went!
2. **Send the checks or money orders** (do not send cash,) Money Distribution Sheet, and Final Results Sheet. Please make sure to fill out the final results sheet in detail and send photos, copies of news articles, resolutions or proclamations and other information. We will use this information to determine the 2006 Hunger Cleanup Excellence Awards to be given out at the Annual Fall Conference and to note highlights in our newsletter.
3. **Have a final Cleanup meeting.** At this meeting, evaluate your Cleanup and discuss future plans. Have each Committee Coordinator record their work and results so that next year's committee can gain from your experience. Make a list of next year's major contacts and choose next year's coordinators. Also, plan additional volunteer events for the rest of the term. Depending upon the timing of your academic year you will continue your volunteer meetings and hunger work. You will want to involve Cleanup volunteers again right away to ensure that interested volunteers have as much experience and connection as possible and therefore, will continue in the Fall.
4. **Send thank you letters.** After you have compiled the results of the Cleanup, send thank you letters to the people, organizations, and sponsoring businesses that helped make your Cleanup a success. Ask your campus paper to donate an ad to be used to thank all donors.
5. **Pat yourself and each other on the back** for an excellent job!

XIII. Hunger Cleanup Awards

Each year the Campaign recognizes the schools that did a great job organizing the Hunger Cleanup. Through the Hunger Cleanup, schools demonstrate their commitment by forging student and community partnerships and working to end hunger and homelessness.

Awards are given to the top three schools for overall Cleanup performance, which includes money raised, volunteers recruited, coalitions forged, and endorsements gained. The Hunger Cleanup Award of Excellence was conceived in 1991 to recognize the school that had the best all-around Cleanup. The Campaign looks to reward schools that successfully integrate all of the basic components of the Hunger Cleanup including fundraising, building extraordinary campus or community coalitions, receiving a variety of endorsements or proclamations, or gaining significant media coverage.

In addition, awards are also given for the most improved Hunger Cleanup, as well as for the best first-year event. Hunger Cleanup committees are always striving to break new ground and take their projects to the next level. This year's Rising Star goes to the Hunger Cleanup that stepped up the most in 2004. Getting this project off the ground on campus can be a challenge, but the reward can be seen for years to come.

Finally, all Hunger Cleanups are able to achieve the level of "Star"! Each year, Hunger Cleanups are able to receive a recognition level based on their fundraising and volunteer totals - schools are able to earn as many as four stars for their efforts!

Congratulations to last year's winners:

Hunger Cleanup Gold Medal Award of Excellence – University of Connecticut, Storrs - \$24,000

Silver Medal Award Winner – Greater New Brunswick - \$10,700

Bronze Medal Award Winner – Fairfield University - \$7,500

Rising Star – University of California, Berkeley - \$5,900

Four Star Hunger Cleanups (Schools that fundraise over \$10,000)

**** University of Connecticut, Storrs

**** Rutgers University (New Brunswick area schools)

Three Star Hunger Cleanups (Schools that fundraise over \$5,000):

***Fairfield University, CT

***Greater Amherst, MA

*** University of California, Berkeley

***University of California, Irvine

***University of Colorado, Boulder

***University of Wisconsin, Madison

***University of Wisconsin, Steven's Point

Two Star Hunger Cleanups (Schools that fundraise over \$2,500):

** Greater Boston, MA

** Indiana University

** University of Wisconsin, Milwaukee

One Star Hunger Cleanup (Schools that fundraise over \$1,000):

* Middlesex Community College, MA

* Rutgers University, Newark

* Trinity College, CT

* University of California, Davis

* University of California, San Diego

* University of California, Santa Cruz

* University of California, Los Angeles

* University of Massachusetts, Dartmouth

* University of Oregon

* University of Washington

* University of Wisconsin, Parkside

* Greater Worcester, MA

Hunger Cleanup Sponsor Sheet

Volunteer Name: _____

School/Organization: _____

Phone Number: _____ Email Address: _____

As part of the National Hunger Cleanup, students will volunteer for three hours on Saturday, April 8, 2006 to complete needed work projects at local homeless shelters, food pantries, community kitchens, and gardens. Proceeds from the event will support local, national, and international relief, education, and development efforts.

All money must be collected prior to the event on April 8th.

Name	Address / Phone	Amount Total Per Hour	Money Collected?
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Total: _____

The Hunger Cleanup is an official project of the National Student Campaign Against Hunger and Homelessness. Please make all checks payable to NSCAHH.
Your contribution is tax-deductible. THANK YOU!

Sample Tabling Rap

Hi, are you concerned about hunger and homelessness?

Great. My name is Jennifer and I work with the Community Service Office here on campus. Here in Boston, more than 6,500 people are homeless each night. In order to help programs fighting hunger and homelessness, we are organizing a great event called the Annual Hunger Cleanup. The Hunger Cleanup is a one-day community service work-a-thon in which volunteers gather hourly sponsors for painting homeless shelters, cleaning food banks, and planting community gardens. It is happening on Saturday, April 8th from 11-2pm.

We have set a goal of raising \$4,000 and mobilizing 80 volunteers on Saturday, April 8th. Are you interested in participating in the Cleanup?

Great. Please put your name and phone number on this sign up sheet. Here is a Volunteer Kit that includes the Cleanup brochure, a sponsor sheet, and some more information about the Cleanup.

We will give you a call in the next two days to tell you more about the Cleanup and talk to you about opportunities that you can get involved with immediately.

Talk to you soon.

Sample Class Announcement

Intro: Hi. My name is _____ and I'm with (*your group's name*). Professor Jones has been kind enough to let me speak with you for a few minutes about a very exciting event – the 22nd Annual Hunger Cleanup.

Problem: As you may know, hunger and homelessness are reaching crisis levels in America. Right now, more than 38 million people in our country are food insecure, and 3.5 million people experience homelessness every year. (*Include local statistics in place or in addition to these national ones.*) As resources are increasingly scarce for local programs, homeless shelters and emergency food programs are often unable to provide for all of the people requesting their services.

Solution: It is up to us to make hunger and homelessness national priorities. To help us do this, this semester we are going to volunteer at local shelters and community kitchens, educate the general public, and raise \$\$\$\$ to support (*name the local agency you are supporting*), as well as national and international hunger and homelessness relief programs. And we are going to do all of this on one day, April 8th.

On April 8th, we'll join thousands of students from across the country for the 22nd Annual Hunger Cleanup to fight hunger and homelessness in our community. The Hunger Cleanup is like a walk-a-thon except that instead of simply walking to raise funds for the hungry and homeless, we'll be doing community service. For example, we'll get friends to sponsor our volunteer hours to clean a playground, fix a homeless shelter and paint a food pantry. (*Use examples of sites you will be working at.*) The money we raise through this unique event will (*note what the local money will do, i.e. "purchase 10 new beds for the Salvation Army to ensure that guest won't have to sleep on the floor," or "fund a new refrigeration system at the Yolo County Food Bank," or "help establish a student-run soup kitchen that will ensure people in the Pioneer Valley will be able to get a hot meal every night of the week"*).

Involvement: To do this, we have a goal of raising \$4,000 and mobilizing 80 volunteers. By joining us, you'll be fighting hunger and homelessness, both in (*your city's name*) and around the world, as well as having fun and making a difference. I encourage all of you to get involved.

If you are interested in participating in the 22nd Annual Hunger Cleanup by volunteering the day of the event or helping us plan it, fill out the card that I've passed out (*hold up card*) with your name, phone number, and email address. We'll get in touch and let you know how to get involved. I'd also like to invite you to our next planning meeting. It'll be held this (*day*) at (*time*) in the (*location*).

Closing: While you are filling out the card, let me tell you why I got involved...

Please pass in the sheet/cards to the aisles, and I will pick them up now. I hope to see you on April 8th. Thank you.

Sample Hunger Cleanup Coalition Recruitment Letter

February 2, 2006

Dear Alpha Phi Omega President,

I am writing to ask you to help us fight hunger and homelessness in (*city*) and abroad.

I am appalled by the increasing problems of hunger and homelessness in (*city*), across the country and world. More than 3.5 million Americans and xx (*city*) residents experience homelessness each year. In the U.S., more than 37.9 million Americans live in poverty, including 13 million children. In addition, 3.5 million Americans experience homelessness each year. This is in the richest country in the world!

The (*name local agency that will benefit from HCU*) is doing an admirable job to address this problem – but they need our help. Currently, the (*agency*) does (*describe how they help address the local problem*). But they need our help to (*describe their needs*).

That is why I am writing to ask you to join our local effort and students around the country to address hunger and homelessness by participating in the 22nd Annual Hunger Cleanup on Saturday, April 8th. The Cleanup is one of the largest, national one-day community service fundraising events. Similar to a walk-a-thon, the Cleanup mobilizes thousands of students who gather hourly pledges from family and friends for their volunteer work.

This year, (*School's*) Hunger Cleanup is working to raise \$x,xxx to help (*agency*) (*do x, y, and z*) as well as the National Student Campaign Against Hunger and Homelessness, the largest network of students fighting these problems, and international programs that support humanitarian aid in Darfur, Sudan and educational opportunities for at-risk girls in Zimbabwe.

From 11-2 pm on April 8th, students and community members will roll up their sleeves and grab paintbrushes, hammers, and rakes to volunteer at local hunger and homelessness relief agencies. Volunteer projects include painting local shelters, planting community gardens, cleaning food banks, and minor construction. This is a fun event that will make a significant impact on our local community.

We need your help to make sure that our Cleanup is a success. You can help by endorsing the 2006 Hunger Cleanup and organizing a team of ten volunteers. By giving an endorsement, organizing a team of volunteers, or donating money, you not only help support the Cleanup but you will also help promote community service in (*city*).

Thank you very much for your time and consideration. Please fill out the form below and email it back to me as soon as possible. I will follow-up with you next week. If you have any questions, I can be reached at (*xxx*) *xxx-xxxx*.

Sincerely,

Lindsey Fox
(*Center for Volunteerism & Student Leadership*)

.....
Name and Title _____

Department or Organization _____

Phone Number _____ Email: _____

- In addition to endorsing the Hunger Cleanup, I will (check all that apply):
- _____ Organize and lead a team of 8-10 people to participate in the Hunger Cleanup
 - _____ Donate to the Hunger Cleanup (visit www.HungerCleanup.org to Donate)
 - _____ Publicize the Hunger Cleanup through listservs, classes, etc. Please list how below.
 - _____ Allow class or organizational announcements about the Hunger Cleanup.
 - _____ Other:

Sample Feinstein Challenge Letter to Local School

Dear _____,

I am writing to ask you and students at (name of school you are targeting) to help alleviate hunger in (city) and nationwide.

If you are like me, you were probably moved by the devastation that swept across the Gulf Coast when Hurricanes Katrina and Rita reached land. Not only did the hurricanes destroy communities, they also exposed the extreme poverty that still exists throughout the United States. Currently, 38.2 million Americans are at risk of experiencing hunger each year. As the cost of living continues to rise, more Americans are turning to emergency food providers for assistance. According to the National Student Campaign Against Hunger and Homelessness's report, *Communities in Crisis*, which surveyed 900 emergency food and shelter providers, 24% of emergency food providers reported turning away requests for food, primarily due to a lack of resources. It is clear that hunger is reaching crisis levels in communities across the United States, and (city) is no exception to this trend. (Add local statistic).

In order to alleviate this growing hunger pandemic and offer immediate resources, students at (name of your school) have teamed up with the National Student Campaign Against Hunger and Homelessness and the Feinstein Foundation to increase civic education, community service, and activism at universities, high schools, middle schools and elementary schools in communities across the country.

Specifically, students at (name of your school) are participating in the annual Feinstein Challenge, a national food and fundraising drive during the months of March and April that benefits local hunger relief agencies. Not only will these agencies receive much needed resources from these drives, they will also receive a portion of the **\$1 million** giveaway from the Feinstein Foundation based on the amount of food and money they collect during this time period. In other words, the more food and money an agency raises, the more money it will receive from the Feinstein Challenge.

I am writing to invite you and students at (name of school you are targeting) to join (name of your school) by participating in the Feinstein Challenge, during which all donated items will benefit (name of local beneficiary.) Specifically, local high schools, middle schools, and elementary schools are:

- Organizing school-wide food collection and fundraising competitions between all classes or grades (We will organize a pizza party for the class that collects the most donations)
- Sending letters home with each student requesting food or monetary donations for the Feinstein Challenge by all parents, guardians, family members, and friends
- Hosting 1-2 large events, such as a *Stuff the Bus* food drive or a neighborhood canvass for food items

Of course, these are only a few suggestions – the possibilities are endless!

I truly hope that you will join us in this effort. Not only will you help make a difference in our community, but all participating schools will be granted status and certification as a **Feinstein Leadership School**, affirming its commitment to address local needs and alleviate hunger in the United States.

Please do not hesitate to contact me at (your phone number and email address) if you have any questions. I will contact you within the week to discuss this further. I look forward to speaking with you soon and embarking on this important challenge with (name of school targeting).

Sincerely,

Sample Team Leader Training and All-Volunteer Meeting Agendas

Team Leader Trainings should consist of:

1. Introductions, review the agenda, and pass around an attendance sheet.
2. An overview of your organization and the Campaign.
3. A history and description of the Hunger Cleanup.
4. The local and national story of hunger and homelessness.
5. How the Hunger Cleanup helps to alleviate these problems.
6. How Team Leaders and all volunteers raise funds (run a short training where Team Leader practices telling the local story, contexting the Cleanup and why fundraising is important, and the ask).
7. Responsibilities of Team Leaders with a sample timeline (written handout).

* As the semester progresses, use the Team Leader Trainings to train participants on important skills including recruiting, fundraising, and managing volunteers.

Be creative in developing your training. Invite a guest speaker -- ideal candidates are directors of local work sites or recipient organizations. Consider holding the training at a work site agency, if one is very near campus. Show slides or videos of a previous year's Hunger Cleanup.

We strongly encourage you to hold at least one additional Team Leader meeting after Spring Break. This provides an opportunity to refocus and motivate Team Leaders at a point closer to the Cleanup. You should remind the Team Leaders about the goals they have set and ensure they have a plan for achieving them. Collect sign-up sheets from Team Leaders and assign participants to work sites.

All Volunteer Meeting: Hold an orientation for all volunteers two weeks prior to the Cleanup. Schedule the meeting at different times, so all volunteers can make one of the two meeting times. The agenda and goals for the meeting are similar to the Team Leader Training, though focused exclusively on building excitement, education, and fundraising motivation and training. For any procrastinators, this may be the final motivation to spur them into action, and with two weeks left, there is certainly time for them to reach and exceed their goals.

22nd Annual Hunger Cleanup Team Leader Kit

In the past year, the world has watched natural disasters strike Southeast Asia, the mountainous region between Afghanistan and India, villages throughout Central and South America, and communities along the Gulf Coast of the United States. Each natural disaster has destroyed communities, leaving thousands of families and individuals experiencing homelessness, hunger and unemployment. In the US, Hurricane Katrina showed us that people's lives can change in an instant. It exposed the extreme poverty that has been concealed in America for decades - the impoverish conditions that millions of Americans live in daily.

Poverty, hunger, and homelessness are hidden epidemics striking countless communities across the country. Currently, 38 million Americans experience food insecurity and 3.5 million experience homelessness each year. These problems plague rural and urban communities alike - affecting men, women, children and the elderly.

We must work towards ending hunger and homelessness around the globe and in our neighborhoods, once and for all. We can do this, if we continue to act together.

That is why we are organizing the 22nd Annual Hunger Cleanup on April 8th, a national community service work-a-thon to help individuals experiencing hunger and homelessness locally, nationally and globally.

Nationally, our goal is to raise \$150,000, which will fund things like:

- *Add info about the local beneficiary.*
- A national staff of Homelessness Policy Experts and Organizers to conduct hard-hitting research and education in support of federal poverty programs like food stamps and Section 8.
- A year's supply of emergency medical supplies needed to treat 30,000 people in Sudan, as well as legal and educational support for young girls in Zimbabwe.

On April 8th, we will volunteer at area shelters and food banks, serving hot meals, tutoring children, painting, and performing valuable spring cleaning tasks.

All of this will happen in one day and you will make it happen. Have Fun!

Hunger Cleanup Team Leader Job Description

Team Leaders are the most important ingredients to a great Hunger Cleanup. With just a few hours of work each week, a great Team Leader will provide over 25 volunteer hours and raise at least \$1000! Team Leader responsibilities include:

- ✓ Recruit, train, and motivate a volunteer team of 8-10 students to volunteer and exceed personal fundraising goals.
- ✓ Help each team member fundraise at least \$50.
- ✓ Personally raise at least \$150.
- ✓ Attend Team Leader trainings and turn your team members out to the all-volunteer meeting.
- ✓ Call and email team members every week to share campus and team highlights and check in on fundraising.
- ✓ Collect money from each team member and turn it in to the Fundraising Coordinator in advance.

Team Leader How-To Work (and Recruit) with Volunteers

1. This week, ask 10-15 friends to join your volunteer team for the Hunger Cleanup. If you are involved with a student group, hall association, or church, ask other members to join your efforts. (sample email below)
2. Give each team member a Cleanup brochure and volunteer kit. You can download volunteer kits at www.HungerCleanup.org.
3. Help each volunteer set a fundraising goal and plan to raise at least \$50. You can ask 4 friends to sponsor you \$10 each, 2 professors to sponsor \$25 each, and your family to sponsor you \$25 (you are already over \$100).
4. Keep track of everyone's goals and progress on the attached tracking form.
5. Send a short, upbeat email and call each team member once a week to give them an update and to check in on their fundraising efforts.
6. Confirm each volunteer the week prior, the day before, and the morning of the Cleanup.
7. Have fun with your team! Celebrate your success!

Sample Recruitment Email to Friends and Family
Send this email to everyone you know this week!

Dear _____,

I am writing to ask you to help us fight hunger and homelessness in *(city)* and abroad.

If you were like me, you were probably moved by the devastation that swept across the Gulf Coast when Hurricanes Katrina and Rita hit land. Not only did the hurricanes destroy communities but it also exposed the extreme poverty that still exists throughout America. Currently, 38 million Americans experience food insecurity and 3.5 million experience homelessness each year. The problems even plague our relatively privileged community - *(add a local stat related to your Cleanup Goal)*.

We must work towards ending hunger and homelessness around the globe and in our neighborhoods, once and for all. We can do this, if we continue to act together. That is why we are organizing the 22nd Annual Hunger Cleanup on April 8th, a national community service fundraiser to help individuals experiencing hunger and homelessness locally, nationally and globally.

Our goal is to raise \$150,000 by April 8th, which will fund things like: XXXINSERT YOUR LOCAL Goal HEREXXX; a national staff of Homelessness Policy Experts and Organizers to conduct hard-hitting research and education in support of federal poverty programs; and a year's supply of emergency medical supplies and food for 30,000 refugees in Darfur, Sudan and educational support for hundreds of at-risk girls in Zimbabwe.

On April 8th, we will volunteer at area shelters and food banks, serving hot meals, tutoring children, painting, and performing valuable spring cleaning tasks.

Will you join my team? Each team member must raise a minimum of \$50 and volunteer for a couple of hours on April 8th. It's really easy to do and it will make a big difference! Please let me know by Friday if you can join me. Talk to you soon!

Sample Fundraising Email to Friends and Family

Dear _____,

I am writing to ask you to help us fight hunger and homelessness in *(city)* and abroad.

If you were like me, you were probably moved by the devastation that swept across the Gulf Coast when Hurricanes Katrina and Rita hit land. Not only did the hurricanes destroy communities but it also exposed the extreme poverty that still exists throughout America. Currently, 38 million Americans experience food insecurity and 3.5 million experience homelessness each year. The problems even plague our relatively privileged community - *(add a local stat related to your Cleanup Goal)*.

We must work towards ending hunger and homelessness around the globe and in our neighborhoods, once and for all. We can do this, if we continue to act together. That is why we are organizing the 22nd Annual Hunger Cleanup on April 8th, a national community service fundraiser to help individuals experiencing hunger and homelessness locally, nationally and globally.

Our goal is to raise \$150,000 by April 8th, which will fund things like: XXXINSERT YOUR LOCAL Goal HEREXXX; a national staff of Homelessness Policy Experts and Organizers to conduct hard-hitting research and education in support of federal poverty programs; and a year's supply of emergency medical supplies and food for 30,000 refugees in Darfur, Sudan and educational support for hundreds of at-risk girls in Zimbabwe.

On April 8th, we will volunteer at area shelters and food banks, serving hot meals, tutoring children, painting, and cleaning.

Will you be one of my sponsors and help us meet this goal? You can donate to the Hunger Cleanup at www.HungerCleanup.org. Please consider donating *(insert the proper amount depending on the person)*. When you donate, remember to put my name and school in the online form. Please also consider volunteering with me on April 8th. If you're interested, email or call me at *(your email and phone)*. Thank you very much for your generous support!

P.S. Please pass this along to anyone you know who may be interested in helping to end hunger and homelessness!

Sample Business Fundraising Letter

February 3, 2006

Dear Local Business Owner,

On Saturday, April 8th, students from *(name of school)* will participate in the 22nd Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. The Hunger Cleanup is a national one day community service work-a-thon in which students raise money while volunteering in programs for the hungry and homeless. From 11-2 pm on Saturday, April 8th, 2006, students and community volunteers will join together to work on such projects as cleaning up shelters, repainting soup kitchens, and planting community gardens.

Include a sentence or two about your organization.

We need your help to ensure that the *(School)* Cleanup is a success. Our goals are to raise \$10,000 and involve 200 volunteers. We are asking local businesses to support community involvement by making a contribution to the event. Money raised from the Hunger Cleanup will support local, national, and international projects. Here in *(city)*, the money will help *(agency)* *(do x, y, and z)* as well as the National Student Campaign Against Hunger and Homelessness, the largest network of students fighting these problems, and several international projects.

I will call next week to schedule a meeting to talk further about ways your business might be interested in supporting the event. We are looking for businesses to get involved primarily with monetary contributions.

Thank you very much for you time and consideration. If you have any questions, I can be reached at (xxx)xxx-xxxx.

Sincerely,

Daniella Stevens
UConn Storrs
Hunger Cleanup Coordinator

Sample Work Site Application Cover Letter

January 23, 2006

Dear Community Service Coordinator,

I am writing to invite your organization to participate in the 22nd Annual Hunger Cleanup. Each year (*name of school*) organizes the annual Hunger Cleanup in (*name of town*), as part of the national event sponsored by the National Student Campaign Against Hunger and Homelessness.

The Hunger Cleanup is a one-day community service and fundraising campaign to combat hunger and homelessness. From 11-2 pm on Saturday, April 8th, 2006, students and community volunteers will join together to work on such projects as painting shelters, cleaning community kitchens and food pantries, planting community gardens, or whatever is most needed in the local community. Participants ask friends to sponsor them for their hours of work, and the money raised will support local, national, and international programs focused on alleviating and eradicating hunger and homelessness.

We invite your organization to participate in the 22nd Annual Hunger Cleanup by suggesting a service project that our volunteers will be able to accomplish in three hours on Saturday, April 8th. Please fill out the enclosed site application and return it as soon as possible. If you have any questions, please feel free to call me at (*xxx*) *xxx-xxxx* during my office hours (*x am - x pm*).

I hope you will join us in the 2006 Hunger Cleanup. I look forward to working with you.

Sincerely,

Daniella Stevens
University of Connecticut

WORK SITE APPLICATION

On Saturday, April 8th, students from (*name of school*) will join the Annual Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. Students will volunteer to perform community service at different sites while raising money for the hungry at home and abroad.

If you have a work project that we can accomplish together, please fill out this application and return it to us by (*date*). Possible projects include cleaning up, painting, sorting food or clothes, gardening, or anything else with which volunteers can help. Projects will be evaluated on a first come basis, and we will notify you by (*date*) whether or not we can work at your site. Preference also will be given to projects where all tools and materials are provided and where there will be an alternative weather work plan. We would love to be joined by members of your program or staff, as well.

Your Name: _____ Agency's Name: _____

Address: _____

Office Phone: _____ Home Phone: _____

Briefly explain your idea for a project: _____

How many volunteers would the project require? _____ Minimum _____ Maximum

Could a staff person from your organization be in attendance to make a short presentation to the volunteers and to help supervise the project? If yes, who would that person be? _____

Is there an appropriate opportunity for students to work alongside community residents or clients? _____

What materials would be needed for this project and how would they be provided? (We have no funds to provide materials but can work with you to solicit in-kind donations, if necessary.) _____

If your project takes place outdoors, what is your alternative plan in case of rain? Do you have a project that can be done indoors? _____

Will volunteers have access to bathrooms? _____

Please return by (*date*) to (*address*)

If you have questions, please call (xxx)xxx-xxxx.

Money Distribution Sheet

Please fill out and return this sheet with your check(s) to:
 National Student Campaign Against Hunger and Homelessness
 233 N. Pleasant Ave.
 Amherst, MA 01002

Please check one:

_____ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 50% of the money we raised. I will distribute the remaining funds to the local organization(s) we have chosen.

OR

_____ I am enclosing a check (made payable to the National Student Campaign Against Hunger and Homelessness) for 100% of the money we raised. I want the Campaign to distribute one half of this money to the local organization(s) that I have indicated below.

Name: _____ Signature: _____

School: _____ Organization: _____

Address: _____ Email: _____

Phone: Office: _____ Home/Cell: _____

Summer Address: _____

Summer Phone (list permanent phone if not known): _____

DISTRIBUTION: You must complete if you used direct mail, online donations, and /or sent 100% of the funds you raised. Use back if more space is needed.

Amount of Checks Enclosed: _____ Amount of Money Orders Enclosed: _____

Total Funds Enclosed: _____ Total Funds Raised: _____

Additional Funds to Be Sent Later: _____

	Percentage	\$ Amount
1) National Student Campaign Against Hunger and Homelessness	<u>50%</u>	_____
2) Organization: _____	_____	_____
Contact Person: _____	_____	_____
Address: _____	_____	_____
_____	_____	_____
Phone: _____ Fax: _____	_____	_____
TOTALS:	<u>100%</u>	_____

Final Results Sheet

2006 Hunger Cleanup

PLEASE TAKE 10 MINUTES TO FILL OUT AND RETURN THIS FORM TO THE CAMPAIGN WITH THE MONEY DISTRIBUTION FORM, PLUS KEEP A COPY ON FILE.

Name of Cleanup Coordinator: _____ Year of Graduation: _____

Summer Address: _____

_____ Summer Phone: _____

Fall Address: _____

_____ Fall Phone: _____

Email Address: _____

Advisor: _____

Address: _____

_____ Advisor Phone: _____

Participating Schools (including yours): _____

1. Recruitment

Students:

Administrators:

Others:

Faculty:

Community Members:

TOTAL:

2. Fundraising

Individuals:

Direct Mail:

Other (specify):

Businesses:

Online Donations:

TOTAL:

3. Work Sites

*Name site and list project completed. Use separate page, if necessary.

- 1)
- 2)
- 3)
- 4)

4. Media / Publicity

Endorsements:

Television:

Proclamations:

Newspaper:

Radio:

NOTE: DON'T FORGET TO INCLUDE ALL PRESS, PHOTOS, ENDORSEMENTS, AND HUNGER CLEANUP MATERIALS WITH FINAL RESULTS SHEET AND MONEY DISTRIBUTION FORM!

Evaluation

What were the strengths of your Hunger Cleanup? For your organizers? For your participants?

What were the biggest obstacles you faced during the Cleanup, and how did you deal with them?

How would you rate the assistance you received from the National Student Campaign Against Hunger and Homelessness? How can we help you better next year?

What suggestions do you have to improve the 2006 Hunger Cleanup Manual, brochure, and posters?

2006-07 Hunger and Homelessness Projects:

In which of the following 2006-07 projects is your school interested in/planning to participate?

19th National Student Campaign Against Hunger & Homelessness Conference (TBA)

Hunger and Homelessness Week (November 12-18, 2006)

2007 Hunger Cleanup

Student Advocacy Network

Food Salvage

Who will be the key student contact for the Campaign on your campus next year?

Name: _____

Fall Address: _____

Fall/Cell Phone: _____ Email Address: _____

Congratulations on a job well done! Have a great summer!

About the National Student Campaign Against Hunger and Homelessness

The National Student Campaign is committed to ending hunger and homelessness in America by educating and engaging students to directly meet individuals' immediate needs, while advocating for long-term systemic solutions. Started by USA for Africa and the state Public Interest Research Groups (PIRGs) in 1985, the National Student Campaign has become the largest network of college and high school students working to end hunger and homelessness in America, with more than 600 participating campuses that have raised more than \$2 million to fight national and international poverty.

Our Resources

To assist students in their efforts to end hunger and homelessness, the National Student Campaign has developed a variety of programs and resource materials including our interactive website, program manuals, and national and statewide fact sheet. In addition, our organizing staff offers weekly Activist Advising calls, and is available for on-campus trainings and speaking engagements, as a part of the Campus Activist Tour. We can offer all the support you need to develop innovative programs and strong student leaders!

In addition to the Hunger Cleanup, the Campaign sponsors a variety of programs including:

- ❑ **The Annual Fall Conference** brings hundreds of students, University staff, and community members together for educational speakers, skills trainings, and networking opportunities.
- ❑ **National Hunger and Homelessness Week** combines activities that educate the campus population, increase community service, and build campus coalitions. Held annually, the week prior to Thanksgiving, this Week is often the first step toward thoughtful and effective action.
- ❑ **Food Salvage** programs rescue unused school cafeteria food and give it to local shelters and soup kitchens. In recent years, student-run Food Salvage Programs have provided thousands of people with a reliable source of food.
- ❑ **Student Advocacy Project** is a network of students advocating for legislative solutions to hunger and homelessness through media campaigns, letter-writing drives, and district meetings with legislators.
- ❑ **Feinstein Challenge Food and Fundraising Drive**, a project run in partnership with the Feinstein Foundation to engage and activate high schools, elementary schools, and colleges around the issues of hunger by taking part of the annual Feinstein Challenge, the largest grassroots effort to end hunger in America.

The Campaign would like to thank MAZON: A Jewish Response to Hunger, the Haymarket People's Fund, the Tides Foundation, the Butler Family Fund, and the Feinstein Foundation for their financial support of our work.