

Hunger Cleanup Manual

Spring 2010

Table of Contents

Part 1: Overview

What is the Hunger Cleanup?

How It Works

Guidelines

Date of the Event

Fundraising Distribution

Handling the Funds

Part 2: Initial Planning

Step 1: Build Your Committee

Step 2: Choose a Local Organization

Step 3: Setting Goals

Part 3: Building Your Network: Recruiting Teams of Volunteers

Overview

Step 1: Recruiting Team Leaders

Step 2: Recruiting Team Members (Volunteers)

Part 4: Fundraising

Overview

Online Fundraising: Using the Hunger Clean Up Website

Group Fundraisers

Faculty Sponsorships

Part 5: Visibility

Publicizing Your Events

Getting Media Attention

Part 6: Planning the Day of Service

Overview

Sample Day of Service Schedule

Kick off Ceremony

 Logistics

 Speakers

Service Ideas

 Sites

 Drives/Fundraisers

 Service Hour Pledge

 Other Ideas

Part 7: Resources

Sample Local Agency E-mail

Sample Recruitment Group Announcement/Class Announcement E-mail

Sample Group/Class Announcement

Sample Business Recruitment E-mail (for Fundraiser Night)

Sample Faculty Sponsorship E-mail

Sample Fundraising Phone Call Talking Points

Sample Kick off Speaker Invitation

Sample Service Site Invitation E-mail

Part 1: Overview

Contents

What is the Hunger Cleanup?

How It Works

Guidelines

Date of the Event

Fundraising Distribution

Handling the Funds

What is the Hunger Cleanup?

Every spring, campuses nationwide unite to address the problems of hunger and homelessness by participating in one of the largest student-driven days of service and fundraisers in the country—the Annual Hunger Cleanup. Students spend the month leading up to their cleanup raising funds to provide local, national and international poverty relief organizations resources to fight poverty and then hold a day of service in their community to address needs best met by volunteering directly.

Over its twenty-five year history, the Cleanup has made a significant impact, involving over 150,000 volunteers and raising more than \$2 million for local, national, and international hunger and homelessness relief efforts. This year, campuses from all over will recruit student leaders to form teams with their friends and living units, raise money and do service work in the community to raise a total of \$100,000 to fight hunger and poverty.

Students form teams of 6-10 people with dorm floors, greek houses, organizations, or just a few friends. The individuals and teams register online at www.hungercleanup.org for your school's event. Over the course of the month, the participants and teams raise money for the Hunger Cleanup through on campus events, e-mails and phone calls to family and friends, and group fundraisers.

Finally, the Hunger Cleanup culminates with a day of service in April. This can include activities like volunteering at a local agency, building a community garden, holding a town volunteer fair, doing a peanut butter and jelly sandwich drive or even having all participants pledge to do service work over the coming weeks at a local agency. Don't let logistics of having an official service site hold your event back—be creative in what you do for the day of service.

How It Works

You'll start by getting other student leaders—members of your student organization or other student organization-- to work together as a planning committee to plan the event by recruiting teams, fundraising and planning the day of service.

Next, the planning committee will select a local organization to benefit from the funds your teams raise, such as a local shelter, job training program, tutoring program, food bank or soup kitchen. In 2008, Rutgers University at Newark chose Apostle's House—a local shelter and food pantry as their local agency. They raised \$1,500 to support the Apostle's House food pantry that acts as the main food bank for the surrounding community. This helped provide much needed food for local residents during the Spring and Summer—a time when donations are lower than the rest of the year.

After you've selected your local organization, you'll kick things into gear by recruiting students to form fundraising teams. The team structure is used so that students can work together with friends and organization members to fundraise and volunteer. It provides organizations, athletic teams and living units an opportunity to make their group more visible on campus and build a relationship with the community. The best way to build teams is by recruiting student leaders from student organizations, living units, classes and even the local community to act as Team Leaders. The Team Leaders will then work to form a team from people in their organizations or groups.

By building your teams through this method, you'll be able to build a strong coalition of groups that are working together to make the Hunger Cleanup successful. This will get the campus and local community involved while raising awareness of the issue and providing much needed resources to community agencies.

Finally, with your teams set, they'll fundraise individually and as a group. Most of the money raised will come from donations volunteers receive from family and friends by sending e-mails and making phone calls. The remainder of the fundraising will come from group fundraisers that teams do together—such as spare change drives on campus and in dorms, fundraising nights with local businesses, battle of the bands concerts, silent auctions and other ideas.

After a month of fundraising, the Hunger Cleanup will culminate with a day of service. The volunteers will come together at the day of service to hear the final results of their fundraising efforts, congratulate the top fundraisers and then celebrate by rolling up their sleeves and getting to work in the community. The day of service can include anything from volunteering at a local agency to building a community garden or doing canned food drives and awareness events.

Guidelines

To get your school involved in the 26th Annual Hunger Cleanup, you should do the following:

1. Register your event with the National Student Campaign Against Hunger and Homelessness by registering at www.hungercleanup.org or sending an e-mail to Natalie@studentsagainsthunger.org, so you can have an online fundraising page to help you raise money more easily and effectively.
2. Select a local agency to benefit from the Hunger Cleanup.
3. Arrange and complete a day of service activity.
4. Send your wrap up report and funds to the National Student Campaign Against Hunger and Homelessness for distribution.

Date of the Event

The official national date for the Hunger Cleanup is Saturday, April 10, 2010. If this date does not work for your campus, don't let it keep you from holding a Hunger Cleanup. We understand due to busy spring campus schedules, individual Hunger Cleanup dates can vary.

Please notify the National Student Campaign if you are setting a date for your school's Hunger Cleanup that is not the national date so we can update all online sources and materials for you. You can let us know by sending an e-mail to info@studentsagainsthunger.org or calling us at 312-291-0349 x302.

Fundraising Distribution

Local Agency (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 through direct service or other means.

National Student Campaign Against Hunger and Homelessness (35%)

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 Agency (15%)

Over the 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, for the past few years, the international portion of the Hunger Cleanup has supported:

- ✓ 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.

This year The Girl Child Network in Zimbabwe will continue to be the International Agency benefitting from the Hunger Cleanup fundraising.

Handling the Funds

With funds going to several organizations, dispersing it all can get complicated and confusing. To streamline the process, the National Student Campaign Against Hunger and Homelessness will take care of fund distribution for you. 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 and 15% to the international agency.

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.

Tips for Success:

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. 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. The local organizations for which you're raising funds really need it as soon as possible. Delaying distribution keeps your contribution from getting to the groups that need your support. To ensure your money isn't delayed in getting to your local organization, 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.

3. Encourage people to donate online at www.hungercleanup.org. Donating online minimizes the time it takes to process donations since the donation is processed immediately.

Part 2: Initial Planning

Contents

Step 1: Build Your Committee

Step 2: Choose a Local Organization

Step 3: Setting Goals

Step 1: Build Your Committee

There are a few components to the Hunger Cleanup, so it's helpful to divide the responsibilities between a few different people to make sure that the event goes well. Depending on the size and scope of your Cleanup, you should have a point person for each of these roles and perhaps a committee to assist them.

1. Hunger Cleanup Chair/Coordinator: this person is the overall coordinator for the Hunger Cleanup. The Coordinator oversees all aspects of the Cleanup, including planning and wrap up. The Coordinator also ensures that the event is on track to hit volunteer and fundraising goals. This person should take part of the National Hunger Cleanup conference or find a suitable substitute when not available.
2. Service Day Coordinator/Committee: this person/committee arranges all logistics for the day of service event. This includes space reservation and speakers for the kick off ceremony, arranging service sites, transportation or other logistical components for service activities.
3. Team Recruitment Coordinator/Committee: this person/committee is in charge of recruiting people to form teams. The person will focus first on recruiting Team Leaders and then work with them to recruit people for their teams through e-mail, on campus events and online social networking.
4. Fundraising Coordinator/Committee: this person/committee works with Team Leaders to help them fundraise for the Hunger Cleanup. Additionally the person/committee works to fundraise from faculty and departments and arrange group fundraisers at local businesses or other fundraising activities. Finally, the person/committee also tracks all donations and ensures that the wrap up report and payment are sent to the National Student Campaign Against Hunger and Homelessness within 2 weeks of the event.
5. Visibility/Media Coordinator/Committee: this person/committee is in charge of promoting the event on campus and in the media. This includes creating and distributing flyers and posters, chalking, campus radio PSA's, writing press releases, making press calls and any other activities.

Step 2: Choose a Local Organization:

In order to have a successful event, you need to first determine what agency the local portion of the funds is going to benefit.

Principles:

1. The organization should meet a community need
2. Meet with the organizations you're most interested in funding to learn more about them
3. Get details on what the agency will use the funds for so you can effectively tell volunteers and contributors why it's so important to raise funds for the organization.

How To:

1. Make a list of local anti-poverty agencies to contact
 - a. Search the yellow pages for potential agencies
 - b. Visit your University's volunteer center (if applicable) and ask for contact information of agencies they work with
2. Call the agencies on your list and explain what you're doing. We encourage you to ask the following questions when contacting local agencies that might potentially be beneficiaries of the Hunger Cleanup fundraising efforts:

- 1) What services does this organization offer? Does it effectively fill a need in the community?
- 2) 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?
- 3) In the past year, has the agency turned away people requesting food or shelter assistance? If yes, why?
- 4) 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?
- 5) 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?
- 6) How does your agency incorporate the input of the community it serves in its decision-making processes?

Tips:

1. Include agencies you've worked with in the past
2. Ask friends or classmates for agencies they work with
3. Do this as soon as possible. The earlier you choose an agency, the quicker you can start setting goals, recruiting and fundraising!

is. This will make it much easier to explain to new volunteers and use to motivate people to fundraise.

Principles:

1. Overall, 90% of fundraising should come from individual fundraising—in person contributions and online contributions.
 - a. 75% of individual fundraising will come from using the Hunger Cleanup website (www.hungercleanup.org)
2. The remaining 10% of fundraising should come from group fundraisers.
3. The overall goal should include the entire funds distribution: Local Agency (50%), National Student Campaign (35%) and International Agency (15%)

How To:

1. Consider what agency you are funding and how much you want to raise for them. Do they have a specific project you want to fund? How much does that project require and is your Cleanup going to raise all the money to fund it?
2. Consider how many volunteers you anticipate having. Remember that each participant should raise at least \$100 for the Hunger Cleanup.

Example 1:

Goal: Raise \$5,000 for local soup kitchen to provide meals for one month

Overall Goal: Raise \$10,000 from Hunger Cleanup

\$5,000 for local soup kitchen
 \$3,500 for National Student Campaign
 \$1,500 for International agency

What a \$10,000 Hunger Cleanup Looks Like:

90% individual fundraising:	\$9,000	
Online Fundraising:		\$7,500
In-person fundraising:		\$1,500
10% group fundraisers:	\$1,000	
Spare Change Drives:		\$400
Fundraiser at local business:		\$600
	+ _____	
	Total:	\$10,000

Necessary Volunteers: \$10,000/\$100 per volunteer = 100 volunteers

Example 2:

Goal: Raise \$500 to provide emergency support for local shelter

Overall Goal: Raise \$1,000 from Hunger Cleanup

\$500 for local shelter
 \$350 for National Student Campaign
 \$150 for International agency

What a \$1,000 Hunger Cleanup Looks Like

90% individual fundraising:	\$900	
Online Fundraising		\$750
In person fundraising		\$150
10% group fundraisers	\$100	
Spare Change Drives		\$40
Fundraiser at local business:		\$60
	+ _____	
	Total:	\$1000

Tips:

1. Keep in mind the number of volunteers you anticipate you'll be able to recruit.
2. Include in your goal money that you plan to raise through group fundraisers with local businesses or through spare change drives.

3. Include the entire Hunger Cleanup committee in this process.

C. Setting Volunteer Hour Goals/Day of Service Goals

The direct service that volunteers perform on the day of service is an important aspect of the Hunger Cleanup because it provides much needed service and additional resources for the local community. Whether your campus chooses to do a traditional day of service that has local agencies acting as service sites or if you're holding a community carnival, peanut butter and jelly sandwich drive, canned food drive, battle of the bands final fundraiser or any other event; you should set goals for the day of service events.

Principles:

1. You should anticipate that the average volunteer will do 3 hours of service work.
2. About 80% of your volunteers will actually be able to volunteer due to schedule conflicts

How To:

1. Based on the number of volunteers you want to have involved in the Hunger Cleanup, calculate the number that will take part in the day of service events
2. Based on the number of volunteers taking part on the day of service events, calculate how many service hours they will do if each does an average of 3 hours.

Example:

Given: 100 volunteers signed up on teams to volunteer at local agency sites

80 volunteers present for day of service events

80 volunteers x 3 hours per volunteer = 240 service hours

GOAL: 240 service hours

Part 3: Building Your Network: Recruiting Teams of Volunteers

Contents:

Overview

Step 1: Recruiting Team Leaders

Step 2: Recruiting Team Members (Volunteers)

Overview

Having a successful Hunger Cleanup that provides much needed assistance to the community and involves the whole campus is largely dependent on recruiting Team Leaders and team members. The more volunteers you have fundraising and volunteering the day of the event, the bigger impact you'll have on the community and issue. Included are suggestions for how to successfully get students involved in your Hunger Cleanup

The strongest Hunger Cleanups have a dedicated Recruitment Coordinator who works closely with several Team Leaders to recruit volunteers for the teams. Because of this, the cornerstone of recruitment will be recruiting strong Team Leaders who represent several different organizations and groups on campus—dorm floors, greek organizations, honors societies, other student organizations and many others. This will work the best because it will build a strong coalition of campus groups working on the event while also giving the Team Leaders a base of students with whom they can form a team (i.e., their own organization or living unit)

By involving other groups on campus, you can facilitate the entire campus working together on the issue, build a great community on campus and improve relationships that groups have with the community. This is an excellent opportunity to build relationships with other organizations with which you can work repeatedly on future projects while raising awareness on campus about poverty issues in your community and in greater society. Further, it's a great opportunity for the organizations and living units to do something visible on campus and show their dedication to and involvement in the community.

Finally, the National Student Campaign Against Hunger and Homelessness will work with each school's Hunger Cleanup to publicize the top fundraising volunteers and teams on their campuses as well as nationally. This will primarily be done through online means as well as press releases.

To give people a complete idea of what their participation in the Hunger Cleanup entails, you should use the following descriptions as a guide:

Team Leader Role:

- Form a team with 8-10 members
- Motivate team members to hit fundraising goals (\$100+ each)
- Personally raise at least \$150 for the Cleanup
- Work with other Team Leaders and Fundraising Coordinator to plan group fundraisers
- Attend all Team Leader meetings
- Perform 3 hours of service on day of service

Team Member/Volunteer Role:

- Raise \$100 for Hunger Cleanup
- Perform 3 hours of service on day of service
- Attend all team meetings
- Take part in group fundraisers

Step 1: Recruiting 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. How many Team Leaders you have will directly effect how many volunteers you have overall. Since Team Leaders are so important to the success of the Cleanup, you should be sure to recruit as many as possible.

Principles:

1. Cast a wide net—ask everyone
2. Use several different methods to recruit Team Leaders
3. Ask everyone to be a Team Leader but focus on student organizations since they tend to have the best leaders on campus.

How To Recruit Team Leaders:

1. Compile a list of potential Team Leaders
 - a. Contact student organizations and ask them to form teams with a particular person as the Team Leader (this can be the President of the organization or another member).
 - b. E-mail professors and ask for recommendations
 - c. Contact the campus Volunteer Center (if there is one) and ask for recommendations
 - d. Contact Residence Life, RA's and other applicable housing units to get recommendations or have RA's form a team with their residents or housemates
2. Send an e-mail to all potential team leaders
3. Follow-up with a phone call if possible
4. Post flyers around campus for Team Leaders
5. Hold an initial informational meeting for Team Leaders to learn about the event, what they will be doing and to set goals.

Tips:

1. Talk about the goals of the Hunger Cleanup—fundraising, service and awareness.
2. Ask friends to be team leaders
3. Talk to people in your own organization about being a team leader

Step 2: Recruiting Team Members (Volunteers)

Once you have recruited Team Leaders, you should work with them to recruit team members. This is a critical part of the process because your Hunger Cleanup will only be as large and effective as you and your Team Leaders are at recruiting students to be volunteers. You should work with other parts of the planning committee to incorporate volunteer recruitment into everything you do—visibility, fundraising and planning the day of service event.

Ideally, Team Leaders should be forming teams on their own with members from their organizations, athletic teams, greek houses or other people who live on their dorm floor. The best teams are ones where all the members are friends or connected to each other through an organization, sports team or living unit—they'll be more motivated to fundraise together and volunteer for the day of service because they get to do it with their friends. Plus, it's a great way for their organization to be more visible on campus and show how involved they are in the community.

Recruiting team members and fundraising with them is a great way to raise the visibility of the event on campus and build better relationships between organizations, departments and the community. This is also a great way to bring the issue to the forefront of students' minds and get new students involved in the issue. you can educate students about local poverty issues while also giving them an opportunity to get involved and make a difference directly.

Not every Team Leader is going to be able to find 8-10 people for their team through their organizations and living units. In this case, there are several methods you can utilize to recruit extra team members to round out any teams that are still small. Below are some of the most effective and popular methods, though you should be creative and think of what will work best on your campus.

Principles:

1. Cast a wide net—ask everyone
2. Use a combination methods to recruit as many people as possible
3. Incorporate recruitment into every aspect of the Hunger Cleanup—fundraising, visibility, planning day of service events, etc.

Methods:

1. **E-mail to Listservs:** send an e-mail out to organizational listservs and department listservs, asking individuals to be volunteers
 - a. Compile a list of faculty, staff, local church officials and organizations and ask them to forward an e-mail to listservs.
 - i. Check the University website's Academic Affairs page for a list of departments and faculty to contact
 - ii. Check the University website's Student Affairs page for a list of organizations to contact
 - b. Include the Hunger Cleanup website in the e-mail
 - c. Send an e-mail and follow-up with a phone call if possible
 - d. Ask student government to send an e-mail out to their student organization listserv.
2. **E-mail to friends:** have your team leaders contact friends and ask them to be on their team.
 - a. You and your team leaders should send an e-mail to friends and other contacts on campus, asking them to be on your Hunger Cleanup team
 - b. Follow-up with a phone call if possible
3. **Group Announcements:** ask student groups if you or a Team Leader (preferably from their group) can make a quick announcement about the Hunger Cleanup at the beginning of their next meeting.

- a. Make a list of student organizations and their contact information (note: you might already have this from Team Leader recruitment)
 - b. Send an e-mail to the group leader and follow-up with a phone call if possible.
 - c. Get all the time, place and day of the meeting and make sure that either you can do the announcement or find someone else who can
 - d. Memorize the announcement you're giving.
 - e. Arrive to the meeting early and introduce yourself to the group leader. Thank them for letting you speak at the meeting.
 - f. The person making the announcement should bring a sign up sheet for interested people to put their information down—including name, e-mail address and phone number
 - g. Follow-up with interested individuals within 24 hours. Send them an e-mail with more information and a link to the Hunger Cleanup website.
4. Class Announcements: ask professors if you or a Team Leader (preferably from their class) can make a quick announcement about the Hunger Cleanup at the beginning of their next class.
- a. Make a list of student organizations and their contact information (note: you might already have this from Team Leader recruitment)
 - b. Send an e-mail to the group leader and follow-up with a phone call if possible.
 - c. Get all the time, place and day of the class and make sure that either you can do the announcement or find someone else who can
 - d. Memorize the announcement you're giving.
 - e. Arrive to the class early and introduce yourself to the professor. Thank them for letting you speak to the class.
 - f. The person making the announcement should bring a sign up sheet for interested people to put their information down—including name, e-mail address and phone number
 - g. Follow-up with interested individuals within 24 hours. Send them an e-mail with more information and a link to the Hunger Cleanup website. Also call them if possible.
5. Tabling: set up a table in a high traffic area on campus and hand out information about the Hunger Cleanup while also signing up individuals interested in volunteering
- a. Research the tabling guidelines of your University if you do not know them—some require reserving a table or only having tables in certain areas while others don't have any such policies.
 - b. Make the appropriate reservations and arrangements for reserving the table (if applicable)
 - c. For every hour that a person tables, they should be able to sign up 5 team members
 - d. Each Team Leader should sign up 10 team members
 - e. Have each Team Leader sign up to table for at least 2 hours (5 members x 2 hours = 10 team members)
 - f. Train the Team Leaders on how to table and what to say before they table
 - g. Have a sign up sheet prepared for the tabling event that has space for people's names, e-mail addresses and phone numbers
 - h. Make posters, signs and props to put at the table to attract attention
 - i. If possible, have a laptop at the table with the Hunger Cleanup website on it so people can sign up online
 - j. Print and pass out flyers with Cleanup information and the website on it to hand out to people who don't sign up right away
 - k. Follow-up with all interested individuals within 24 hours. Send them an e-mail with more information and a link to the Hunger Cleanup website. Also call them if possible.

Tips:

1. If you do a group announcement or class announcement, arrive early and ask if there is a computer and projector on which you can bring up the Hunger Cleanup website.
2. Bring a laptop to meetings you attend and have people sign up online right then
3. Everyone should ask their friends to form a team together—teams comprised of people who know each other tend to be more motivated by each other to hit fundraising and volunteer goals.
4. Have Team Leaders divide responsibilities and tasks so that no one person is doing all of the work.

Part 4: Fundraising

Contents

Overview

Online Fundraising: Using the Hunger Clean Up Website

Group Fundraisers

Faculty Sponsorships

Overview

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 the day of the Hunger Cleanup but also into the future as well. Many organizations depend on these kinds of fundraisers in order to survive.

Volunteers raise funds by asking friends and others to sponsor them. Individual fundraising is the backbone of the Hunger Cleanup. By gathering 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 talking points.

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 75% of their overall contributions 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.

There are several different methods for fundraising and a few of them are described in this section. Primarily, fundraising through group fundraisers, faculty sponsorships and online fundraising, will enable volunteers and Team Leaders to hit and exceed their goals. These methods and ideas are the most effective and popular that have been used over recent years to fundraise for the Hunger Cleanup, but be creative! Do what will work best on your campus and if you find something particularly successful, please let the National Student Campaign organizing staff know so others can hopefully also use it to make their events successful as well.

Online Fundraising: Using the Hunger Clean Up Website

A majority of your donations to the Hunger Cleanup will almost certainly happen online. For the 2009 Hunger Cleanup, 75% of the donations campuses received were done online. Since this is a major source for many campuses, it's vital that you understand how to effectively utilize the website and all of its capabilities.

Step 1: Register Online

1. Go to www.hungercleanup.org
2. Under where it says "Volunteer", click on the highlighted words that say "Register now to participate in the Hunger Cleanup". This will navigate to another page.
3. Click on the "Register Now" link. This will take you to the Registration Page.
4. Enter your name and all other contact information it requires, create a username and password that you'll remember.
5. Join an existing team or create your own if you want to be a Team Leader.
6. If you create a team, be sure to create a team description.

Step 2: Create Your Profile

1. From the menu across the top of the page, select "My Fundraising"
2. On the left hand side is a menu with several editing options; click on "Manage my fundraising page"
 - a. Change the standard picture to one of yourself by clicking on "change my personal picture" and then uploading one from your computer.
 - b. Change the personal message that appears on your profile when people view it by editing the personal message field
 - c. Choose whether to show your fundraising progress with a thermometer or pie chart.
3. Edit the goal to reflect your personal fundraising goal by selecting "update fundraising goal" from the left hand editing menu.

Step 3: Send Donation E-mails to your family/Friends

1. From the menu across the top, click on "My Fundraising"
2. On the left hand menu, select "Send Emails Asking for Donations"
3. The resulting page will give two options: either import your address book from an e-mail address or have an e-mail sent to your e-mail address to forward on to your contacts. Both work equally well.
4. Follow the instructions offered on the website to complete the process and send an e-mail to all your family and friends, asking them to sponsor you in the Hunger Cleanup.

Step 4: Follow-up call

Not everyone checks their e-mail regularly and some e-mail addresses you have for people might not be current, so following up with a phone call will increase the number of donations you receive from the contacts you e-mailed.

1. Follow-up on your e-mail with a phone call to friends and family in the day following when the e-mail was sent.
2. Call each individual and explain to them what you're doing with the Hunger Cleanup.
3. Ask them to donate online. Give them the website again.
4. If they didn't get your initial e-mail, check that you have an accurate e-mail address for them and send a follow-up e-mail to the correct address after you get off the phone.

Group Fundraisers

Group fundraisers are an excellent way to build community between volunteers and teams while also raising the visibility of the event and issue on campus. Group fundraisers come in several different forms but the following are some that people have found particularly successful and fun for their team members.

Principles:

1. Make the group fundraiser something everyone can participate in
2. If there will be costs associated with running the event, ask other organizations to sponsor it with you so that it can continue to be a fundraiser
3. Publicize! Make the group fundraiser an event that all of campus knows about.

Events:

1. Spare Change Drive: this event can be done by setting up a table in a high-traffic area on campus or in the community. It doesn't take much planning but can raise hundreds of dollars in one day if done well.
 - a. Reserve table in high traffic area for the appropriate day. Research your University's guidelines to ensure you have everything arranged appropriately.
 - b. Have Team Leaders and Team Members to volunteer for at least one hour of the spare change drive.
 - c. Make signs, posters and props to make the event more visible
 - d. Hang flyers around campus the week before the drive.
 - e. Chalk on chalk boards and sidewalks the week before the event.
 - f. Print off and pass out small leaflets to everyone you talk to during the event.
 - g. After the event, count all the donations and store in a secure location if you do not immediately deposit into a bank.
2. Dorm Storm/Door-to-Door Change Drive: this fundraiser consists of going door-to-door in the dorms (or in nearby neighborhoods) and collecting spare change or any donations possible for the hunger clean up.
 - a. Get necessary permission from residence life to be in the dorms
 - b. Print off and pass out Hunger Cleanup leaflets to everyone you talk to.
 - c. Ask a local grocery store or business to donate cans or containers of some sort that volunteers can use to collect money.
 - d. After the event, count all the money and store in a secure location if you do not immediately deposit into a bank.
3. Fundraising Night at Local Business: this fundraiser is a great way to raise a few hundred dollars in just one evening by partnering with a local business. The business agrees that on one night, a portion of their sales will be donated to the Hunger Cleanup.

For example, in 2008, students at the University of California at Davis partnered with Steve's Pizza—a locally owned restaurant—and arranged that any time a customer presented a Hunger Cleanup coupon when ordering/paying, 5% of the money would go toward the Hunger Cleanup. By passing out flyers to students across campus for the week preceding the fundraising night, they were able to raise \$500 for their Hunger Cleanup.

How To:

- a. Make a list of local businesses to contact about hosting a fundraising night where a portion of all proceeds benefits the Hunger Cleanup
 - i. Use the yellow pages, google and personal connections to aid in making this list
 - ii. Include local ice cream, burger spots, restaurants, coffee shops and other frequented local establishments

- iii. Be sure to include all contact information such as phone number, e-mail and mailing address as well as the manager's name.
- b. Send an e-mail or letter to your list of businesses
- c. Follow-up with a phone call to your list of businesses
- d. Figure out all the details you need to put together a successful fundraiser night
 - i. What day works for the fundraiser?
 - ii. Is there a particular time span they will do it?
 - iii. Do customers have to present a flyer or coupon to participate in the fundraiser or will it be any customer who patronizes the business on during the established time span?
- e. Publicize the event through flyers, posters, chalking and facebook events
- f. E-mail organizations about the event and ask them to send the information on to organization members.
- g. Have all Team Leaders and Team Members tell friends and professors about the fundraiser

Example:

Tips:

1. Combine group fundraisers with recruitment events and issue education events so you can spread the word about the event and local poverty issues.
2. Get everyone possible involved with the event—use it as a time to build community on campus and in your teams
3. Incorporate the local community to boost the event and include them in the Hunger Cleanup.

Faculty Sponsorships

Another great way to build support for the Hunger Cleanup and fundraise for it is by getting faculty sponsorships. Many faculty members and departments are supportive of the work students do in the community but lack the time to be heavily involved. Offering them a quick and easy way to contribute to the cause is a great way to gain their support in a way that works for them. Many campuses have been able to use this method to boost their fundraising and support on campus.

Principles:

1. Ask everyone. You never know who will say yes.
2. First make personalized appeals to faculty and staff with whom you have a relationship—mentors, advisors and current or previous instructors
3. Keep track of what responses you get—knowing who has responded will keep you from asking the same professors twice by accident.

How to:

1. Create a list of professors, department heads and staff you want to contact—be sure to get their names, departments, e-mail addresses, phone numbers and any other important information
 - a. Use the University website's Academic Affairs page to help you quickly access a complete list of faculty
 - b. Use the list of professors you've contacted about class announcements as a starting point for your contact list—prioritize the professors who let you do class announcements.
2. Send an e-mail to your list
 - a. Introduce yourself and the organization with which you're working
 - b. Describe the Hunger Cleanup and the goals for the event
 - c. Be sure to include the Hunger Cleanup website.
 - d. Include instructions for how to donate online or by check or cash—including whether they need to send it to a certain location or if a volunteer or Team Leader can pick it up from them.
3. Follow-up with a phone call or in person visit in the days following the e-mail.
4. Send a personal thank you as a follow-up to any online or in check donations

Tips:

1. For follow up visits with professors, be sure to be courteous of their schedule.
2. Make sure that you talk about what the funds raised will do in the community.
3. Thank everyone for their donations and time.

Part 5: Visibility
Publicizing Your Events
Getting Media Attention

Publicize Your Events

Publicity is critical to a successful Hunger Cleanup. Not only will it help you recruit more people to volunteer, fundraise or donate to the Hunger but it can also do a lot to educate people in itself. Ideas for publicity:

- Posters
 - Create, print and hang posters in public places around campus
- Flyers
 - Create and print small flyers (1/4 page) to hand out to people in high traffic areas to promote your event. If your event involves tabling, pass them out to all the people you talk to.
- Chalking
 - Put event information all over campus by chalking on classroom chalkboards and sidewalks.
- Facebook
 - Create a public facebook event for the Hunger Cleanup.
 - Invite all your friends to the event
 - Message guests for the event with updates and invitations to spread the word around campus
 - Create a facebook page for the Hunger Cleanup and invite your friends to become fans
 - Post message to peoples' walls about the event or ongoing program.
 - Change your status to be a push for people to volunteer with the Hunger Cleanup or make a donation.
 - Send a message to friends, facebook event guests or facebook page fans asking them to do the same.
 - Change your profile picture to the Hunger Cleanup logo with the event information.
 - Send a message to friends, facebook event guests or facebook page fans asking them to do the same.
- Emails to listserves
- Announcements in classes, other events and group meetings

Get media attention

Be sure to include media outreach as part of any project. It can be an educational tool itself. Media coverage enables you to reach many more people than those who you speak to at the table or who attend your event. Be creative and thorough in media outreach. Ask the campus paper to dedicate a full page or section to events or poverty issues. Campus radio and TV stations can be helpful in making public service announcements as well.

Approach the media about writing articles and taking pictures of your events. Creative displays and lots of volunteers will make your events more worthy of photographs. Invite them to come with you on a volunteer trip to a local agency and urge them to write about the program and volunteer opportunities. (Be sure to ask for the permission of the agency director first.) Another idea is to have group members write letters to the editor about the problems of hunger and food distribution and what students are doing about it.

How to Work with media:

1. Make a list of local media outlets and their contact information. Be sure to include radio stations, television stations and newspapers
 - a. Use google and yellowpages.com to help you find the information.
 - b. Be sure to include your campus radio station, tv station and newspaper.
 - c. You specifically want to look for Assignment Editors, Assignment Desks or reporters who have covered this issue in the past.
 - d. Get all of their contact information—names, phone numbers, e-mail addresses and fax numbers.
2. Make sure that you send a press advisory out via e-mail and/or fax to media contacts at least a week before the event.
3. Follow up on the press advisory with a phone call to each media contact.
 - a. You should reiterate the highlights of the press advisory, particularly what will interest them
 - b. You should ask if they will be able to cover the event
4. Have a sign in sheet for media personnel that cover the event—this should ask for name, news station/newspaper, and all contact information. Also have copies of the Press Release to give to them.
 - a. You should have one person appointed to act as the Media Greeter who makes sure that media personnel sign in and receive a copy of the Press Release.
5. At the end of the event, ask media personnel what paper issue the article will appear, when the television news segment will air or when the radio segment will air.
6. After the event, you should call each of the media personnel to follow-up and make sure that the coverage of the event does air or go to print.

Part 6: Planning the Day Of Service

Contents

Overview

Sample Day of Service Schedule

Kick off Ceremony

 Logistics

 Speakers

Service Ideas

 Sites

 Drives/Fundraisers

 Service Hour Pledge

 Other Ideas

Overview

While fundraising and team recruitment comprise a majority of the time involved in the Hunger Cleanup, the Day of Service is an important component of the event. The day of service provides much-needed assistance to local agencies and the community at large either through volunteering at an agency or doing other direct service work in the community.

The day of service is as important to the community and volunteers as the other aspects of the Hunger Cleanup and acts to complement the fundraising that volunteers do for the month leading up to the day of service. In order to cap off the Hunger Cleanup, it's important to hold a rewarding and well-planned day of service. This offers volunteers a chance to get into the community and take additional action on the issue, so making it run smoothly so it's not a hassle for them is key.

Your day of service might look like this:

Volunteers gather together for a Kick Off Ceremony at noon in the quad. The Kick Off ceremony includes a welcome from the University President and the Mayor of the city, talking about their dedication to alleviating poverty in the community and the need for students to take action on the issue. Finally, the Hunger Cleanup coordinator and University President together announce the top individual fundraiser and top fundraising team and present them with a certificate and then announce the locations everyone will be assigned to for the day's events.

As soon as the Kick Off ceremony is over, volunteers gather with the other people who will be at their work site to walk, drive or bike to it. They spend the next few hours building a community garden by the town park, canvassing for canned goods to go to the local food bank or running a community carnival to raise additional money for local agencies. Once the volunteer time is over, volunteers return from their work sites to quickly de-brief about the fundraising and direct service work they just accomplished.

Sample Day of Service Schedule:

11am: Set up kick off ceremony
noon: Kick off ceremony
1pm: Volunteers head to sites
4pm: Volunteers return from sites
4:30pm: Wrap up and debrief volunteers and Team Leaders
5pm: Clean up

Kick Off Ceremony

At the beginning of the day of service, the Kick Off Ceremony will serve to welcome everyone to the culminating event of the Hunger Cleanup and get everyone excited about the service work they are about to do in the community. This is an excellent opportunity to ask local public figures and University officials to speak to the volunteers.

Principles:

1. Make all kick off ceremony logistical and speaker plans as early as possible
2. Confirm all kick off ceremony plans—logistics and speakers—the week before the day of service
3. Assume that 80% of the volunteers who have signed up for the Hunger Cleanup will take part in the Day of Service

Logistics:

1. Plan that the Kick Off ceremony will be no longer than an hour and most likely closer to a half hour
2. Reserve an appropriately sized room or outside area for the Kick Off ceremony through the University room reservation system. You can usually find the contact information for room reservation services on the University website.
3. Also make appropriate reservations for a microphone, podium and chairs at the kick off ceremony.

Speakers:

You'll want a good mix of people giving remarks at the Kick off Ceremony—elected officials, University administrators and local agency staff. This is a great opportunity to build connections with all of these groups of people.

1. Create a list of potential speakers with their name, positions, affiliations, e-mail addresses, mailing addresses and office phone numbers.
 - a. This list should include University officials, public officials and at least one staff person from the local agency benefitting from the Hunger Cleanup fundraising or service efforts
 - b. Use the University website, yellowpages.com and google to help you create this list.
 - c. Be sure to include city council members, the local mayor and state and federal legislatures on your list as well.
2. Send an e-mail invitation to speak at the kick off ceremony to your list
3. Follow-up with a phone call 1-2 days after you send the e-mail invitation

Tips:

1. If you know anyone who has connections to any of your potential speakers, ask that individual to ask the person to speak
2. You'll want about 2-3 people to speak at the Kick Off Ceremony, so don't worry if many on your list say they can't attend
3. On the day of the event, arrive at the Kick Off Ceremony site at least a half hour early to ensure all set up is done properly.

Service Ideas

The Day of Service does not have to fit any one mold of what type of service happens on that day, but instead should be adjusted to fit your community's needs. Service events can range broadly depending on what type of agencies and opportunities your community has and what it needs. While there are ideas listed below, be creative when you think about this and don't be afraid to try something new.

Principles:

1. You should figure that 80% of the volunteers who signed up and fundraised for the Hunger Cleanup will attend the day of service events
2. Have service placements/activities for all the volunteers you anticipate coming to the day of service
3. Start planning early!

Sites: this day of service model has local agencies acting as service sites for volunteers on the day of service. A great way to structure this is that each fundraising team has its own site so they can spend the day doing direct service work with the people they've been working with to fundraise over the past month.

1. Create a list of local agencies to contact about being a service site—include name of agency, Director or appropriate staff contact, e-mail address, phone number and street address.
 - a. Contact your Volunteer Center on campus for suggested agencies
 - b. Contact agencies you or your friends work with
 - c. Ask other service organizations for agencies they work with and the contact information
 - d. Use yellowpages.com and google to round out the list—often times, searching “hunger organization”, “food distribution agency” homelessness organization” combined with your town name will turn up the best results
 - e. Beware that some agencies may require that you go through a Volunteer Coordinator or the agency Director to secure them as a site—make sure that you are contacting the right person. Often this will be indicated on their website or any handouts they provide to Volunteer Centers or the community.
2. Send your list an e-mail introducing yourself, the Hunger Cleanup and asking them to serve as a service site for about 3 hours on the day of service
3. Follow-up with a phone call or in-person visit to the service site
4. For the agencies that express interest, ask the following questions:
 - a. What does the agency do in the community?
 - b. What will volunteers be doing?
 - c. How many volunteers will they be able to accommodate?
 - d. Is there any advanced work, certification or background checks that need to be done before volunteers can work at the site?
5. Visit each site at least once before the week of the Day of Service
6. Confirm all the sites the week before the Day of Service in case of any cancellations or changes in schedule.

Drives/Fundraisers: if you can't have agencies act as service sites, another great alternative is to hold a canned food drive, necessities drive or other fundraiser to benefit a local agency. This increases the scope of the services and goods you provide to the agencies while also further involving volunteers in the event.

1. Create a list of local stores to contact about holding a canned food or necessities drive at their location
 - a. Use yellowpages.com and google to help you—the local Chamber of Commerce also has a comprehensive listing of all businesses
 - b. Include grocery stores, pharmacies and convenience stores
2. E-mail the list of stores

- a. Include an introduction of yourself and the Hunger Cleanup
 - b. Be sure to include what agency the drive will benefit
3. Follow-up with a phone call to the local stores and an in-person visit if appropriate
4. For all businesses that agree to serving as a site for the drive or fundraiser, ask the following questions:
 - a. Will you be able to have people standing outside entrances and exits of the stores?
 - b. How many people can be at that store?
 - c. Will you be able to pass out leaflets to shoppers about the event so they can remember to buy extra goods while shopping?
 - d. What hours will volunteers be able to be out there?
5. Confirm the local store as a site the week before the Day of Service
6. Create and distribute leaflets for volunteers to pass out to customers as they enter the store, so they know to buy extra food or toiletries to donate on their way out
7. Get boxes to collect donations in—many times stores will give you the boxes that their inventory is shipped in.

Service Hour Pledge:

It might not be possible to find something that everyone can do for the day of service because you have so many volunteers and not enough opportunities to accommodate them all. In this case, asking local agencies to serve as ongoing sites over the next month and having volunteers pledge service hours on the day of service can be a great alternative

1. Create a list of local agencies to contact about being an ongoing service site—include name of agency, Director or appropriate staff contact, e-mail address, phone number and street address.
 - i. Contact your Volunteer Center on campus for suggested agencies
 - ii. Contact agencies you or your friends work with
 - iii. Ask other service organizations for agencies they work with and the contact information
 - iv. Use yellowpages.com and google to round out the list—often times, searching “hunger organization”, “food distribution agency” “homelessness organization” combined with your town name will turn up the best results
 - v. Beware that some agencies may require that you go through a Volunteer Coordinator or the agency Director to secure them as a site—make sure that you are contacting the right person. Often this will be indicated on their website or any handouts they provide to Volunteer Centers or the community.
2. Send your list an e-mail introducing yourself, the Hunger Cleanup and asking them to serve as an ongoing service site over the next month
3. Follow-up with a phone call or in-person visit to the service site
4. For the agencies that express interest, ask the following questions:
 - a. What does the agency do in the community?
 - b. What will volunteers be doing?
 - c. How many volunteers will they be able to accommodate at one time?
 - d. What times and days will volunteers be able to work?
 - e. Is there any advanced work, certification or background checks that need to be done before volunteers can work at the site?
5. Visit each site at least once before the week of the Day of Service
6. Confirm the potential service days, times and volunteer numbers with the agency the week before the Day of Service
7. Have volunteers pledge service times on the Day of Service
8. Send the list of volunteers, their times and days of service and contact information to the service sites

- a. Also send this information out to the volunteers as a reminder of what time and day they signed up for.

Other Ideas:

While these are some popular ideas of what can be done on the day of service, there are plenty of others people can do. Some other ideas are as follows:

1. Build a community garden/community improvement: if there's appropriate space and need for it, building a community garden or performing another community improvement project can be done in a day
2. Host a community fair or children's carnival: bring the community together by having a fair that features local businesses and agencies. This can both create community and raise money at the same time
3. Have a community service fair: have all the local agencies have booths or tables talking about the services and resources they offer to the community and what opportunities there are for people to volunteer with them. Invite the entire community and campus to this event so you can get more people involved in service work year-round!

Tips:

1. Be creative and do something new
2. Talk to people and agencies you have connections to about participating in the Day of Service
3. Have the local agency that's benefiting from the Hunger Cleanup fundraising take part in the Day of Service.

Part 7: Resources

Contents

Sample Local Agency E-mail

Sample Recruitment Group Announcement/Class Announcement E-mail

Sample Group/Class Announcement

Sample Business Recruitment E-mail (for Fundraiser Night)

Sample Faculty Sponsorship E-mail

Sample Fundraising Phone Call Talking Points

Sample Kick off Speaker Invitation

Sample Service Site Invitation E-mail

Sample Local Agency E-mail

Dear [name],

My name is _____ and I am a student at [your University] working with [your organization] to plan the Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup. Students spend the month leading up to their cleanup raising funds to provide local, national and international poverty relief organizations resources to fight poverty and then hold a day of service in the community to address needs best met by volunteering directly. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we'll be working with student groups on campus to raise money and provide services to local poverty relief agencies. Right now, we are selecting a local anti-poverty organization to benefit from the funds we're raising through [your University]'s Hunger Cleanup. I am interested in learning what your organization does and if it would be a good match to be the local beneficiary of this event.

If you are interested in having us consider your organization, please respond to this e-mail or call me with the following information:

- 1) What services does this organization offer? Does it effectively fill a need in the community?
- 2) 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?
- 3) In the past year, has the agency turned away people requesting food or shelter assistance? If yes, why?
- 4) 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?
- 5) 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?
- 6) How does your agency incorporate the input of the community it serves in its decision-making processes?

You can find out more information about the Hunger Cleanup at www.hungercleanup.org.

Thank you for your time. I look forward to speaking with you further about this great opportunity for our organizations to partner.

Best,
[your name]
[your phone number]
[your e-mail address]

Sample Recruitment Group Announcement/Class Announcement E-mail

Dear [name],

My name is _____ and I am a student at [your University] working with [your organization] to plan the Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup—a national fundraiser and day of service to benefit local, national and international poverty relief agencies. Students do this by forming teams to raise money and provide service to local agencies. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we're raising [fundraising goal] to benefit [local agency]. [local agency name] will use the funds to [description of what the funds will go towards, ex "provide meals to local homeless individuals for the next month"]. We're doing this by having organizations, living units and classes for teams to raise money and volunteer time in the community. Overall, we'll mobilize [your coal] volunteers.

Right now we're trying to get as many students involved as possible by forming teams and having students sign up to be a Team Leader.

The best way for us to do this is by making a 3-5 minute announcement [in classes/at group meetings]. Could I or one of our volunteers come make an announcement at the beginning of your next class/meeting? If so, please respond to this e-mail with the appropriate time and location.

Thank you for your time. I look forward to talking to you more about this great opportunity to get the entire campus involved.

Best,

[your name]
[your phone number]
[your e-mail address]

Sample Class/Group Announcement

Intro:

- Thank you, Professor. Hi. My name is _____ and I'm with (*your group's name*). This semester I'm working with (*your group's name*) and the National Student Campaign Against Hunger and Homelessness to plan the Hunger Cleanup.

Problem:

- As you may know, hunger and homelessness are pervasive problems right now.
- 1 in 7 Americans are food insecure, and 3.5 million people experience homelessness every year.
- Right here in our community, [Insert local statistic]
- With the increase in demand on food banks and shelters, many organizations are struggling to fill the gap.

Solution:

- Students know that we can do better and this semester we're rolling up our sleeves and getting to work.
- Students here at [your University] and across the country will be joining together this April to run the national Hunger Cleanup—a national fundraiser and day of service that will raise \$100,000 to benefit local, national and international anti-poverty organizations.
- We'll be raising money, providing direct service and educating the general public about this growing problem.
- Here at [your University] we'll be raising [fundraising goal] to assist [local agency's name]. They'll be using the money to [what the money will do, ex: "provide meals to homeless individuals for the next month"]

Involvement:

- To do this, we'll be mobilizing [number] volunteers.
- By joining us, you'll be fighting hunger and homelessness, both in our community and around the world.
- If you are interested in participating in the Hunger Cleanup by volunteering the day of the event or organizing a team of your friends to participate, 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.
- You

Closing:

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

[tell them a little bit about how you got involved with the hunger cleanup or on poverty issues]

- Please pass in the sheet/cards to the aisles, and I will pick them up now. I hope to see you on [Date of your Cleanup]

Thank you.

Sample Business Recruitment Letter

Dear Local Business Owner,

On Saturday,[date], students from [your University] will participate in the Hunger Cleanup sponsored by the National Student Campaign Against Hunger and Homelessness. Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in one of the largest student-driven days of service in the country--the Annual Hunger Cleanup. Students spend the month leading up to their cleanup raising funds to provide local, national and international poverty relief organizations resources to fight poverty and then hold a day of service in their community to address needs best met by volunteering directly.

Over its twenty-five year history, the Cleanup has made a significant impact, involving over 150,000 volunteers and raising more than \$2 million for local, national, and international hunger and homelessness relief efforts. In 2009 alone, more than 70 schools participated in the Hunger Cleanup raising \$86,000.

We need your help to ensure that the [your University] Hunger Cleanup is a success. Our goals are to raise \$XX,XXX and involve XXX volunteers. We are asking local businesses to support community involvement by partnering with us to hold fundraiser nights where a portion of the proceeds from purchases will benefit the Hunger Cleanup

Money raised from the Hunger Cleanup will support local, national, and international projects. Here in [your city],, the money will help [local agency] to [describe what the money will be used for] as well national and international anti-poverty organizations.

I will call next week to schedule a meeting to talk further about how we might partner with your business to make this event successful. We are looking for businesses to get involved primarily by holding a fundraiser night or making an in-kind donation for the Day of Service events.

Thank you very much for you time and consideration. If you have any questions, I can be reached at (xxx)xxx-xxxx or via e-mail at [your e-mail address]. You can also learn more about the Hunger Cleanup at www.hungercleanup.org.

I look forward to speaking to you soon.

Sincerely,
[your name]
[your phone number]
[your e-mail address]

Sample Faculty Sponsorship E-mail

Dear Professor [name],

My name is _____ and I am a student at [your University] working with [your organization] to plan the Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup—a national fundraiser and day of service to benefit local, national and international poverty relief agencies. Students do this by forming teams to raise money and provide service to local agencies. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we're raising [fundraising goal] to benefit [local agency]. [local agency name] will use the funds to [description of what the funds will go towards, ex "provide meals to local homeless individuals for the next month"]. We're doing this by having organizations, living units and classes for teams to raise money and volunteer time in the community. Overall, we'll mobilize [your coal] volunteers.

The best way you can support the Hunger Cleanup is by sponsoring my team with a donation of \$20. That money will go a long way in allowing [local agency] to [describe what the money is going for].

You can either donate online at [link to your hunger cleanup page] or through check or cash by mailing or bringing it to [location that you're having donations sent to].

Thank you so much for your support! If you have any questions, please feel free to contact me at (XXX)XXX-XXXX or via e-mail at [your email address] or visit www.hungercleanup.org.

Best,

[your name]
[your phone number]
[your e-mail address]

Sample Fundraising Phone Call Talking Points

Hi, _____. It's [your name].

How are you doing today? Great!

I'm just giving you a quick call because I'm working with [your organization] to fundraise for the Hunger Cleanup here at [your University]. I sent you an e-mail about this the other day. Did you get my e-mail?

Great!

Well, let me tell you a bit about the Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup—a national fundraiser and day of service to benefit local, national and international poverty relief agencies. Students do this by forming teams to raise money and provide service to local agencies. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we're raising [fundraising goal] to benefit [local agency]. [local agency name] will use the funds to [description of what the funds will go towards, ex "provide meals to local homeless individuals for the next month"]. We're doing this by having organizations, living units and classes for teams to raise money and volunteer time in the community. Overall, we'll mobilize [your coal] volunteers.

The best way you can support this effort is by sponsoring me for \$XX. You can donate online at [link to your Hunger Cleanup page]. Do you think you can do that?

Great!

Your donation will go a long way to help [local agency] to [describe what the funds will go towards].

Thank you so much, [name]. It was great talking to you. Have a great day!

Sample Press Advisory for Hunger Cleanup

XX Organization Letterhead

NEWS ADVISORY

April X, 2010

CONTACT

Jane Coordinator, XX Organization

Office: (555)555-5555

Cell: (555)555-5555

XXCAMPUS JOINS STUDENTS FROM ACROSS THE COUNTRY TO FIGHT HUNGER

Students from XX University are joining hundreds of others from across the country this Spring in fighting hunger and poverty by hosting the 26th Annual Hunger Cleanup. XX University is joining 100 campuses in raising \$100,000 to benefit local, national and international anti-poverty organizations.

With hunger on the rise at home and abroad, many agencies are struggling to meet the increasing demand. This spring students have taken on this problem by rolling up their sleeves to raise money and provide service to agencies in need. For the past several weeks, XXX students have formed teams and raised \$XXXXX to benefit (Local Organization), the National Student Campaign Against Hunger and Homelessness, and the International Development Exchange. The money will help these organizations effectively fight hunger and the worst effects of poverty locally, nationally and internationally.

The Hunger Cleanup culminates with a Day of Service happening this April X, 2010.

WHEN Time and Day of Kick Off Ceremony and volunteer activities

WHO Jane Coordinator, XX Organization
VIP 1, their title
VIP 2, their title
Students from XX organization (list represented organizations)

WHERE Location of Kick Off Ceremony and service activities
Directions to locations and approximately how long it takes to get there.

Sample Kick off Speaker Invitation

Dear [name],

My name is _____ and I am a student at [your University] working with [your organization] to organize the [your University] Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup—a national fundraiser and day of service to benefit local, national and international poverty relief agencies. Students do this by forming teams to raise money and provide service to local agencies. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we're raising [fundraising goal] to benefit [local agency]. [local agency name] will use the funds to [description of what the funds will go towards, ex "provide meals to local homeless individuals for the next month"]. We're doing this by having organizations, living units and classes for teams to raise money and volunteer time in the community. Overall, we'll mobilize [your coal] volunteers.

We're holding our Day of Service on Saturday, [date]. To begin the day and get volunteers excited about the service work they'll be doing, we're having a Kick Off ceremony at [time] at [location]. I would like to invite you to speak at this ceremony. It would be great to have you come speak to our volunteers for between 5 and 10 minutes about your own commitment to alleviating poverty and reiterate the importance of what they're doing.

If you are interested in speaking, please respond to this e-mail or call me at (XXX)XXX-XXXX.

Thank you for your time. I look forward to speaking with you further about this great event.

Best,
[your name]
[your e-mail address]
[your phone number]

Sample Service Site Invitation E-mail

Hello, [Director/Volunteer Coordinator's Name],

My name is _____ and I am a student at [your University] working with [your organization] to organize the [your University] Hunger Cleanup.

Every spring, campuses nation-wide unite to address the problems of hunger and homelessness by participating in the Hunger Cleanup—a national fundraiser and day of service to benefit local, national and international poverty relief agencies. Students do this by forming teams to raise money and provide service to local agencies. This year the Hunger Cleanup will raise \$100,000.

Here at [your University] we're raising [fundraising goal] to benefit [local agency]. [local agency name] will use the funds to [description of what the funds will go towards, ex "provide meals to local homeless individuals for the next month"]. We're doing this by having organizations, living units and classes for teams to raise money and volunteer time in the community. Overall, we'll mobilize [your coal] volunteers.

We're holding our Day of Service on Saturday, [date], from [start time] to [end time]. Right now we're looking for local agencies to act as service sites for the Day of Service. Would your organization be interested in this opportunity? It's a great way to teach students more about what your agency does while also getting assistance on any projects you have going on right now.

If you're interested in your agency being a Hunger Cleanup service site, please respond to this e-mail or call me with the following information:

1. What does the agency do in the community?
2. What will volunteers be doing?
3. How many volunteers will they be able to accommodate?
4. Is there any advanced work, certification or background checks that need to be done before volunteers can work at the site?

If you have any questions or would like to talk to me further, please feel free to call me at (XXX)XXX-XXXX or e-mail me at [your e-mail address]. You can also learn more about the Hunger Cleanup at www.hungercleanup.org.

I look forward to talking to you further about this great opportunity to partner with your agency. Thank you for your time.

Best,

[your name]
[your e-mail address]
[your phone number]