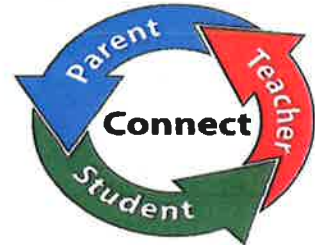


# Seven Easy Steps to Launch a Successful Food for Others School-Wide Fundraiser for the Power Pack Program (P3)

## 1. Secure the Parent-Teacher Association (PTA)'s Support for the Event

- Identify if the PTA has a Community Service Committee, this is a good place to start to pitch your idea.
- If not, you may need to approach PTA leadership with a proposal for a fundraiser that can involve the students, their parents, and their entire family (including young children).
- Upon securing the PTA's approval, you may have an easier time securing use of school property (i.e. cafeteria or multi-purpose room) to use for the fundraiser to assemble the Power Packs. This is preferred since the school is a known location and it usually provides space for parking. Further, the PTA can assist you in distributing the notices about the fundraising effort to all school families who receive newsletters, social media updates, etc.



## 2. Identify a Location and Time That Will Maximize Participation for Families with Young Kids

- See above suggestions for use of school property. It's preferred because it has furniture and spaces used to accommodating young children.
- Alternately, a large basement of a house, a church's event space, or local community center are all potential venues.
- Timing is everything if you are trying to include all family members. Saturday or Sunday afternoons tend to get the largest participation, but this will require a venue that can be used outside of school hours (some school rooms can still be rented on weekends).



## 3. Advertise the Event as Early as Possible

- Whether you want to hold this event around a particular service-focused holiday (Martin Luther King Day or 9/11 Remembrance Day), or a winter holiday (holiday season, back to school in the new year), you want to advertise it at least one month out.
- In each announcement about the event, you want to provide an explanation of how the event will work and direct folks to how they can most effectively contribute. Please see an example of such a communication, attached.



short

- We highly recommend urging contributions to come through an Amazon Wish List (more on this in next item) instead of participants bringing their own food on the day of the fundraiser. Last-minute donations skew the final counts for inventory and will result in more leftover food and fewer packs being completed.

#### 4. Provide an Amazon Wish List and Link in All Advertisements and Social Media



- The best way of getting the \*right\* food to pack in a Power Pack is to provide a pre-filled Amazon Wish List.
- Ideally, the list is pre-measured out so that the pallets of different food types (breakfasts, lunches, dinners, snacks, and drinks) all generally balance to create a set number of packs. For example, if the Chef Boyardee variety packs include 8 bowls per package, the oatmeal large variety packages include packs of 48, and drink packs include 12 drink boxes, then you will have to go through and map out how many packs of each you will need to build a total of 500 Power Packs (with 2 each of breakfast, lunch, snack, dinner, drink servings).
- The person responsible for inventory will need to calculate how many total contributed items you have on hand and then determine how many supplementary items need to be bought to help even out that final number to translate into the amount needed for Power Packs.



#### 5. Offer an “Easy Button” Cash Contribution Alternative in Advertisements

- [GoFundMe](#) no longer takes a 5% cut of donations, so that is an easy-to-set-up option for accepting cash contributions as an alternative to Amazon Wish List donations.
- This extra cash is helpful for the final purchases of the supplementary items mentioned above to even out the total amount of food to be packed in Power Packs.
- This cash donation option should be distributed in your mailing about the event, alongside the description of the Amazon Wish List. It may be an attractive option to those who can only afford low-dollar amount contributions.



#### 6. Identify One Person Who Can Receive All Amazon Shipments and Stay on Top of Inventory

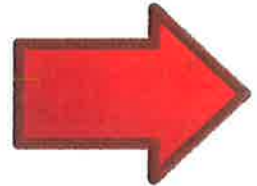
- Often, schools or rented spaces aren't able receive or store a constant stream of Amazon deliveries, so having one person manage the Wish List, receive all deliveries at their home, and keep track of the total inventory is important.



- It can be useful to have a parent-child team or spouses team work on the inventory together – one person calling out shipments, and the other person adding to the inventory spreadsheet.
- This person will be providing the final count of all food in the day or two before the fundraiser and identifying what supplemental food items are needed to balance out the number of Power Packs to be built.

## 7. Fundraiser Day – Best Practices

- Have lots of signs and arrows that provide a flow chart for where people start and how they build the Power Pack (i.e. Step One: Pick up a Ziploc Bag; Step Two: Add two breakfast items). Your goal is to make it easy for children and parents to work through the line and build power packs together.
- Have a Quality Check Station at the end of the line, where parents are in charge of checking quality before the bag is considered done (i.e. does the bag close? are all items accounted for?).
- Having adult “floaters” who can assist along the assembly line and at the quality check station is helpful.
- Emphasize to kids that this isn’t a race to build the most packs in record time (younger kids will want to race through the line again and again without a process in place), but make it an educational opportunity to learn more about childhood hunger and how we can help fix it as a community. Posting pictures and facts about hunger in our area can stimulate discussion.
- One person should be checking off how many Power Packs are assembled as they come in – this is much easier than counting them later on.
- Have volunteers pre-scheduled for set-up, clean-up, and a few with large vehicles who can assist with transporting Power Packs to FFO.
- If the event takes place on a weekend, pre-arrange a drop-off time with Food for Others so that food doesn’t sit out overnight in extreme temps (and could possibly spoil).
- Make sure to announce via emails and social media how many packs were packed and what that translates into in terms of kids/families helped in the region. It encourages folks to come back (if this is an annual event) if they know that their efforts made a difference.



**QUALITY** ✓

SLOW  
&  
STEADY  
WINS THE RACE



# START THE YEAR OFF HELPING OTHERS

## Save The Date

Date: Sunday, January 7<sup>th</sup>

Where: Glebe Multipurpose Room

When: 2-4pm

Who: Glebe kids and their parents are welcome, as well as friends of the community! Kids 3 and up can also provide help with parental supervision.

The Glebe Community Service Committee proudly presents the “Start the New Year Off Helping Others” – a Fundraiser for [Food for Others](#), an award-winning nonprofit that fights hunger in our community by distributing donated food to NoVA residents and their kids.

We invite you to bring your kids to help pack “Power Packs” (photo below) for children who may not have enough to eat during the weekends when they are without access to school feeding programs. A Power Pack is a bag that supplies children with two sets of breakfasts, lunches, dinners, and snacks of non-perishable foods that are easy to make and consume over a weekend.

However, in order for this fundraiser to be successful **we need donations**. Please go to our [Amazon Wish List](#) and order from the food items listed there as soon as possible. We cannot accept individual donations of food for this fundraiser due to the need to have an exact balanced count of all of the items mentioned. Alternately, you can donate to the [GoFundMe](#) page created to support this event. Every dollar makes a difference!

