

2009 *Share the Season* Campaign Intro

Churches, community organizations and businesses plan for the holidays early. So **now is the time** to ask them to help their communities through your SHARE host site. First, here's the latest on this year's *Share the Season* campaign:

- 1) **The price for this year's Thanksgiving and Christmas Dinner Packages is \$25.**
We are maintaining last year's price because we know the need out there is great.
- 2) **This year's packages include a larger produce assortment! This year's Thanksgiving and Christmas Dinner Packages will receive the Deluxe Produce Assortment, just like the BIG Value Packages!**
- 3) **We have lots of turkeys and hams available, so don't hold back with your outreach efforts. Still, the main office needs to receive any LARGE orders (20 dinners or more) as soon as possible.**

The following materials are in this Load Packet:

- 1) **Phone Call Follow-Up List:** This list of churches and other organizations has already received a mailing about *Share The Season*. See the list for instructions on how you can follow up with them to really make a difference!
- 2) **Letter-Size Color Flyer/Poster.** Recruit volunteers and members at your site to hang them up around town at businesses and other organizations where there's a lot of foot traffic. Make a goal for the number of businesses you'd like to visit, and a deadline to get the job done.
- 3) **Color Bill Stuffer.** These are the perfect size to fit in any mailing. They are also small enough that retail businesses may let you put a stack of them on the counter.
- 4) **Press Release and Public Service Announcements.** Fill in the blanks with your name and phone number, then contact your local newspapers, radio stations and TV channels to find out how to submit them. Make sure you tell them that LOCAL volunteers are helping the LOCAL community with this campaign. Suggest that they visit you're an upcoming SHARE Day. Media outlets are looking for these stories during the holidays, so try to get on their calendars now for coverage in the coming months.
- 5) **Letter for SHARE Partners.** The message for potential SHARE partners such as businesses, social service agencies, and churches is that SHARE provides a range of ways to increase their impact in the community. Take a few moments to write a list of local

charitable or service organizations. Then write down a list of medium-sized businesses—especially ones that are based or owned locally. If you know anyone personally at these businesses or organizations, give them a call. Find out who makes the decisions about their holiday activities. Make copies of the letter, address it to those decision-makers, send the letters, and then follow up with a phone call. Don't expect the letter to do magic. It really is the personal connection that will bring holiday partners to your site.

As you'll see in the letter, there are four ways that local businesses or organizations can become SHARE partners:

- 1) **Order and pick up food packages** through your host site. They can then distribute the packages to the recipients of their choice.
- 2) **Become a distribution site** where community members order and pick up food packages. Your host site and SHARE staff will guide them through the process.
- 3) **Give SHARE gift certificates** to families in need or to employees as holiday gifts. Gift certificates are redeemable for any food purchases at your SHARE site, including holiday packages.
- 4) **Make a donation to SHARE** that will be used to distribute free holiday dinner packages. They can designate families, employees or geographic areas that they want to receive the food, or SHARE can identify families in need on their behalf.

Let us know on the purple Monthly Host Site Report if you want additional flyers or bill stuffers on the September load. We have a limited number of extra flyers and bill stuffers, so we will do our best to accommodate everyone's requests.

You can find these materials and more in the Coordinators Section of the SHARE website www.sharewi.org/coordinator/stsmaterials.htm. You can download printable color PDFs of the flyer. There are also Microsoft Word versions of the PSAs, press release and letter available. You can customize the documents before you send them out. If you would like help customizing any of these materials, call Ben at the SHARE office.

If you have questions about developing SHARE partners in your community, call Rosie at 800-548-2124. We appreciate all that you are doing to serve your community this holiday season!