

2011 *SHARE the Season* Campaign Intro

Churches, community organizations and businesses plan for the holidays early. **So now is the time to contact them about partnering with SHARE's holiday dinner package campaign.** First, here's the latest on this year's campaign:

- 1) The price for this year's Thanksgiving and Christmas Dinner Packages is \$30.**
- 2) This year's packages include: the same turkeys and hams as last year; the new, larger Deluxe Produce Assortment (the same as the BIG Value Package); premium dinner rolls; and other great side dishes.**
- 3) We have a lot of turkeys and hams available, so don't hold back with your outreach. The main office needs to receive LARGE orders (10 dinners or more) as soon as possible so we can make sure there is enough food for everyone.**

One great place to start your outreach is to contact all of the organizations and individual members who last purchased food through your site in November or December of last year. If you haven't seen them since then, contact them now to let them know about this year's holiday packages.

The following *SHARE The Season* campaign tools are in this Load Packet:

- 1) Letter-Size Flyer/Poster.** Recruit volunteers and members at your site to hang them up around town at businesses and social service organizations where there's a lot of foot traffic. Make a goal for the number of places you'd like to visit, and a deadline to get the job done.
- 2) Bill Stuffer/Insert.** 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 at the checkout counter.
- 3) 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 the best way to submit them. Make sure you tell them that LOCAL volunteers are helping the LOCAL community with this campaign. Suggest that they visit your site on an upcoming SHARE Day so they can see the food and your volunteer team in action!

4) Letter for SHARE Partners. For potential partners such as social service agencies, churches and community-minded businesses, SHARE makes it easy and affordable to have an impact in the community. Take a moment to write a list of these organizations. If you know anyone personally at these organizations, give them a call. Find out who makes the decisions about their holiday activities. Send letters to those decision-makers, and then follow up with a phone call. **Don't expect the letter to do magic. It is the personal connection that will bring holiday partners to your site.**

Let us know on the purple Monthly Host Site Report if you want additional flyers or bill stuffers on your next food load. We have a limited number of extras, so we will accommodate requests on a first come, first served basis.

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. You can customize the documents for a more professional look. If you would like help with any of these materials, call Ben at the SHARE office.

Here are the ways that local organizations can get involved:

- 1) Order and pick up food packages** through your host site. They can then distribute the packages to the recipients of their choice.
- 2) Order food packages for individual families they know.**
- 3) Become a distribution site** where community members order and pick up food packages. This is like becoming a temporary host site. We will help them through the process.
- 4) Give SHARE gift certificates** to families in need or to employees as holiday gifts. That way the families can decide what they want to receive.
- 5) Make a donation to SHARE** that will be used to distribute free holiday dinner packages to deserving families. They can designate the families, employees or geographic areas that they want to receive the food, or SHARE can identify families in need on their behalf.

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