

**Stamp out Hunger! 2009**  
**Food Drive Planning/Media Outreach Timeline**

This document is designed to help guide your efforts around the *Stamp Out Hunger!* food drive in your local area. Use this checklist as a step-by-step guide to help plan the drive and execute local media relations efforts to raise awareness and donations.

If you have questions, please feel free to contact our [media relations team](#).

Time	Activity
Week of March 9	<ul style="list-style-type: none"> <li>• Designate a “media contact” within your office who will be in charge of your local media efforts               <ul style="list-style-type: none"> <li>- Become familiar with the partner Web site (<a href="http://www.stampouthunger.info/partner">www.stampouthunger.info/partner</a>), media materials and media strategy designed to assist in planning local media outreach</li> </ul> </li>   <li>• Contact and meet with appropriate NALC, USPS, United Way, AFL-CIO and food bank representatives to begin coordination of the drive               <ul style="list-style-type: none"> <li>- Refer to contact database lists posted on partner Web site (under “Contacts” tab) for list of potential partners to reach out to</li> </ul> </li>   <li>• Contact local colleges about participation               <ul style="list-style-type: none"> <li>- Contact local college Pan-Hellenic Councils about participating in the drive</li> </ul> </li>   <li>• Research local media contact info and collect phone numbers for all local newspapers, radio stations and TV stations you want to contact (info can be found via the internet)</li>   <li>• Download media materials from Web site and customize them with local information               <ul style="list-style-type: none"> <li>- Add local details into release, alert and fact sheet</li> <li>- Customize as necessary with kick-off event details, additional participating partners, local donation stats, etc...</li> </ul> </li>   <li>• Issue a “brief” press release to local media outlets, including newspapers, radio, television, cable, wire services, local weekly newspapers, free “shopper” newspapers, etc... announcing that the drive will be held and what groups are participating using your customized media materials from the site</li>   <li>• Review premium items available on Web site (under “Premiums” tab) and place orders</li> </ul>
Week of March 16	<ul style="list-style-type: none"> <li>• Write and call local TV, cable TV, and radio stations (ask for PSA director) regarding local Public Service Announcements in support during the week before the drive.               <ul style="list-style-type: none"> <li>- If interested, direct them to the media portion of the web site (<a href="http://www.stampouthunger.info">www.stampouthunger.info</a>) to download the broadcast quality files or request hard copy versions of the PSA from the <a href="#">media relations team</a></li> </ul> </li>   <li>• Log interested contacts for follow up and tracking</li> </ul>

Week of March 23	<p>—</p> <p>—</p> <p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Contact local newspapers and ask for the calendar editors. Secure calendar listings announcing food drive and kick off event (if applicable) <ul style="list-style-type: none"> <li>- Distribute alert to local newspaper calendar contacts</li> <li>- Make follow up calls to confirm that they have received information</li> </ul> </li> <li>• Continue following up with interested contacts at TV and radio stations to determine if they are planning to use PSAs.</li> <li>• Meet with officials of local churches to urge them to put announcements in church bulletins and also make verbal announcements at services on the Sunday before the drive</li> <li>• Meet with local area school officials and arrange for distribution of flyers just before the drive <ul style="list-style-type: none"> <li>- Follow up with contacts at Pan Hellenic Councils about college participation</li> </ul> </li> </ul>
Week of March 30	<p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Food drive coordinators and representatives meet and assess programs</li> <li>• Arrange for local Mayors, Governors, and County Officials to issue proclamations designating May 9 as NALC National Food Drive Day in your state/county/city <ul style="list-style-type: none"> <li>- Secure proclamations as early as possible (weeks before May 9) so you can use them to help publicize the drive</li> </ul> </li> </ul>
Week of April 6	<p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Follow up with newspaper calendar contacts to confirm calendar placements <ul style="list-style-type: none"> <li>- Keep track of any confirmed placements/leads (publication and run date). Make sure to pick them up when they hit the newsstands and check online</li> </ul> </li> <li>• Contact local TV station's morning shows about in-studio interviews and on-site media coverage opportunities to discuss the drive and your work locally. <ul style="list-style-type: none"> <li>- Offer up a local representative for an in-studio interview to discuss the drive</li> <li>- Invite TV stations to "see the drive in action" at the post office or local food bank that Saturday morning</li> </ul> </li> </ul>
Week of April 13	<p>—</p> <p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Contact local newspaper features, food and news editors to discuss preview stories to promote the drive and your work locally. <ul style="list-style-type: none"> <li>- Offer up a local representative for an interview to discuss the drive</li> <li>- Invite newspapers to "see the drive in action" at the post office or local food bank that Saturday morning</li> <li>- Invite newspapers to your kick-off event (if applicable)</li> </ul> </li> <li>• Follow up with TV contacts to confirm any interviews</li> <li>• Hold news conference with USPS, AFL-CIO, United Way, food bank, Valpak and Campbell Soup officials announcing that the drive is less than a month away</li> </ul>

Week of April 20	<p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Contact local radio station morning shows about interview opportunities to discuss the drive and your work locally. <ul style="list-style-type: none"> <li>- Offer up a local representative for an in-studio or phone interview to discuss the drive</li> </ul> </li> <li>• Follow up with newspaper contacts to confirm any placements</li> </ul>
Week of April 27	<p>—</p> <p>—</p> <p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Conduct interviews with outlets and collect placements</li> <li>• Make reminder calls to television and radio stations about airing Public Service Announcements</li> <li>• Distribute flyers to the individual participating schools</li> <li>• Contact participating Pan Hellenic Councils at local colleges to ensure all efforts are planned</li> </ul>
May 4	<p>—</p> <p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Distribute alert to local media <ul style="list-style-type: none"> <li>- Fax to local TV assignment desks/newspaper city desks</li> <li>- Make follow up calls to confirm they have received info</li> <li>- If planning a kick off, invite media to event</li> </ul> </li> <li>• NALC, USPS, Food Bank, Campbell's, AFL-CIO, Valpak and United Way officials appear on local TV and radio talk shows to promote drive. <ul style="list-style-type: none"> <li>- Conduct interviews with newspaper reporters for features in advance of drive</li> </ul> </li> <li>• Local NALC Branch Presidents, Food Drive Coordinators and other partners conduct stand-ups at the postal stations to keep carriers up to date on progress and participation <ul style="list-style-type: none"> <li>- Distribute appropriate materials</li> </ul> </li> </ul>
May 5-8	<p>—</p> <p>—</p> <p>—</p>	<ul style="list-style-type: none"> <li>• Redistribute alert to local media <ul style="list-style-type: none"> <li>- Fax to local TV assignment desks/newspaper city desks</li> <li>- Make follow up calls to confirm they have received info</li> <li>- If planning a kick off, invite media to event</li> </ul> </li> <li>• Delivery of Campbell's Soup Company/U.S. Postal Service postcards about food drive to alert postal customers</li> <li>• Conduct Food Drive media events <ul style="list-style-type: none"> <li>- Demonstrate how to leave food</li> <li>- Advise media on how and where they can best cover the story on the day of the food drive</li> </ul> </li> </ul>
May 8,9	<p>—</p>	<ul style="list-style-type: none"> <li>• Final calls to media about drive <ul style="list-style-type: none"> <li>- Invite newspapers and TV stations to visit post office or ride along during the drive</li> <li>- Contact photo editors about donation shots</li> <li>- If executing a kick off, invite media to event</li> </ul> </li> </ul>
May 9	<p>—</p>	<ul style="list-style-type: none"> <li>• 2009 NALC National Food Drive Day! <ul style="list-style-type: none"> <li>- Carriers collect food</li> <li>- Food banks pick up the filled food bins</li> <li>- Obtain report from food banks on how many pounds of food received</li> </ul> </li> </ul>

May 11	— —	<ul style="list-style-type: none"><li>• Carriers collect food from patrons that missed Food Drive Day</li><li>• Mail in final results as soon as possible using the official reporting form that arrives just before the drive</li></ul>
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