

# New tools for building local sponsorships



Community and Membership Outreach Coordinator Pam Donato

In December, President Rolando sent a letter to all branch presidents encouraging them to support the NALC's 2015 Letter Carrier Stamp Out Hunger Food Drive. This letter, along with the attached registration form, kicks off the official season of food drive planning, dreaming and inspiring—all so we can help those in need with the largest food collection possible on Saturday, May 9.

For many, filling out the registration form and planning for the drive have become routine, but the 2015 drive will be anything but routine. With new tools and new partners, this year's drive promises to be exciting.

Knowing that our best sales personnel wear a blue letter carrier uniform and deliver in every community in the country, the NALC has made significant investments to provide you with new and professional tools to promote your local drive.

The NALC hired one of the most trusted marketing consultants, IEG, to evaluate and calculate areas of significant value for partners and sponsors from a marketing standpoint. IEG's assessment helped us to fairly and efficiently organize the contributions of national partners. These calculations reinforce what we've known since the beginning of the drive more than 20 years ago: Co-sponsoring the Stamp Out Hunger Food Drive is an extremely valuable opportunity for any business or organization.

Using what we learned, we created a full-color trifold brochure to give to potential sponsors that beautifully illustrates the benefits of partnering with our food drive. We also created a DVD that's designed specifically to solicit local and regional partners for the drive. The DVD contains tips and testimonials related to partnerships with the Stamp Out Hunger Food Drive, highlighting the benefits for everyone involved.

What does this mean to you at the local and regional levels? Bags, bags, bags!

Armed with the brochure and video, food drive coordinators and volunteers can make professional

itches for funding for plastic or paper bags, along with other advertising from businesses and organizations in a coordinator's back yard.

Both the brochure and video are available for download via our food drive page at [nalc.org](http://nalc.org). They also can be ordered by e-mailing [lettercarrierfooddrive@nalc.org](mailto:lettercarrierfooddrive@nalc.org) or by calling 202-662-2489. They are available at no cost, but there are limited supplies, so please order as soon as you can.

The Letter Carrier Food Drive has an incredible history of which we can all be proud, and we have learned much over the years. Distributing bags makes a huge difference in collection totals. I can't wait to see how these new materials will be used to build support, to grow our partnerships, to advance our advertising and more. Most importantly, it all comes down to increasing our army of volunteers. All of this, of course, aims to further our goal to Stamp Out Hunger in our communities.

