



National Association of Letter Carriers

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2017 Branch Food Drive Coordinators Materials for Your Food Drive

Thank you for serving as branch coordinator for the 2017 Letter Carrier Stamp Out Hunger® Food Drive on Saturday, May 13.

Please read through this memo, Coordinators Manual and other enclosed materials carefully- as several key elements have changed from previous years. It is also important that you share this information with local postal management, your rural letter carrier counterpart and other key food drive officials and partners throughout your branch's jurisdiction.

WHY DO WE DO THE FOOD DRIVE?

You know how important our food drive is. Millions of Americans live in challenging situations, uncertain of where their next meal will come. They're our neighbors, including children and seniors we see along our routes each day. Sadly, 1 in 5 households needing help with food is home to a military veteran. Some heads of households in need have lost a job, are facing the serious medical condition of a family member or dealing with an unexpected responsibility of caring for grandchildren. Life can deal ordinary hard working folks very difficult hands- and so often, our food drive makes a positive difference for them. We're in the 25th year of our national food drive, collecting over 1.5 billion pounds of food for those in need in our communities. Your work to lead these efforts is crucial to our continued success.

Help For You

To assist you with your food drive work, we have a treasure trove of resources available on our online Tool Kit at www.nalc.org/food. Important artwork, logos and "How To" information is being added daily- and includes all of the items (electronic) in this mailing. Branch Presidents can also check the information we entered for your branch at registration by going onto our Food Drive Database through the *Members Only* portal at NALC.ORG

PARTNERS- 2017 LETTER CARRIER STAMP OUT HUNGER FOOD DRIVE

The **NALC and USPS** are joined again this year with returning national partners; **National Rural Letter Carriers Association (NRLCA)**, **United Food and Commercial Workers union (UFCW)**, **United Way Worldwide (UWW)**, **AFL-CIO**, **Valpak**, **Valassis** and local food pantries across the country. We're also excited with the welcome return as a national partner of **AARP Foundation!**

Letters of Support from the NRLCA, United Way Worldwide, AFL CIO and UFCW can be found on pages 19-25. All are important and should be used to illustrate the broad and steadfast coalition working hard together to bring help to millions through our food drive.

NEW NATIONAL PREMIERE PARTNER FOR LETTER CARRIER STAMP OUT HUNGER® FOOD DRIVE!

Once again this year, our brothers and sisters in **UFCW** are the National Premiere Partner in the Stamp Out Hunger® Food Drive! UFCW represents over 1.3 million members who work in grocery stores, retail and food processing (just to name a few). Their relationship with companies in the food industry will provide endless opportunities for additional partnerships locally with grocery and retail stores and food processing plants across the country. Every branch should make a point to reach out to the nearest UFCW local (a link to find this local is on UFCW's homepage at www.ufcw.org). Beyond assisting in direct connections to those in local food industries, UFCW local leaders will be able to partner with you in pitching for financial support for bags, volunteers or other food drive materials from your local/state AFL CIO councils. Together, the NALC and UFCW can make a compelling case for support from others in the "house of labor". Please discuss this specifically with your branch president or NALC state president. Make sure to say "thank you" to your brothers and sisters in the UFCW- and plan for them to be included in your preparations and day of drive events!

ENCLOSED ITEMS CRITICAL TO THE SUCCESS OF YOUR FOOD DRIVE:

2017 Food Drive Coordinator Manual

Posters/Order Form for the 2017 Family Circus food drive poster (light green)

Order via mail/check or call with credit card- DEADLINE for ordering is April 22nd.

Promotional Materials Flyer from K & R Industries (also at www.stampouthungerstore.com)

Partnership Opportunities Color Trifold Brochure

Final Results Form (pink)

Local USPS Management Food Drive Support Template

YOUR MOTIVATIONAL DVD IS NOT IN THIS MAILING, BUT WILL BE MAILED SEPERATELY IN 2-3 WEEKS!

POSTCARDS

Only branches that have registered by the March 1st deadline will be guaranteed postcards at no cost. (See page 11 for information about postcards.)

BAGS

Learn more about reaching out in your local community for bag sponsors. (See information about getting bags and bag vendors on page 10.)

POSTCARDS AND PROMOTIONAL FOOD DRIVE BAGS ARE MAIL!

THERE SHOULD BE ABSOLUTELY NO DOUBT THAT FOOD DRIVE POSTCARDS AND PROMOTIONAL BAGS ARE TO BE HANDLED AS POSTAGE PAID MAIL AND NEED TO BE DELIVERED IN A TIME SENSITIVE AND OFFICIAL MANNER. HAVING YOUR LOCAL POSTMASTER AND STATION MANAGERS COMMIT TO A SET SCHEDULE FOR THEIR DELIVERY IS A MUST! (See USPS Letter of Support template, enclosed in materials mailing.) IF YOU HAVE ANY PROBLEMS, PLEASE SEEK THE IMMEDIATE ASSISTANCE OF YOUR BRANCH PRESIDENT OR REGIONAL FOOD DRIVE COORDINATOR (PAGE 17 OF YOUR COORDINATORS MANUAL).

DOES LOCAL POSTAL MANAGEMENT SUPPORT THE FOOD DRIVE?

It is critical that local postal management be aware of all aspects of and their responsibilities in the food drive. The guiding principles are in the letters of support from Postmaster General (PMG), Megan Brennan (Pg. 2), and Chief Operating Officer (COO), David Williams (Pg. 3) and the “*Postal Service Action Plan*” (Pg. 4). The Postmaster General has pledged the support of the US Postal Service, and she represents all of postal management. The letter from COO Williams is important, as he is the person in charge of all Operations for the USPS, which is, in part, responsible for all that is letter carrier work in postal delivery and collections. **The *Postal Service Action Plan* was written by USPS management at USPS Headquarters in Washington, DC-** and therefore represents the committed plan for all postal management. Use these documents in every conversation you have with local management as evidence of the support you should be afforded. Seek USPS management signatures on the copy/template of the ***USPS Letter of Support*** (included in mailing, outside of manual). The language is literally taken right from the important national letters of support, so there should be no problem with your local postmaster or station manager signing these local support letters. If you do have any problems or questions regarding postal management’s support, first work through your branch president, and then, your Regional Food Drive Coordinator, to address getting the support from postal management you need.

T-E-A-M-W-O-R-K

The membership of the NALC is very diverse and we know 99.9% of all letter carriers work extremely hard in all aspects of the food drive. Still, it is understood at times, the other .01% may not have yet realized a good enough reason to justify their individual best efforts with several key tasks- especially delivering the postcards and bags, or even picking up the donated food. There are many ways to bring them along, mostly through calm and respectful one on one conversations to address their concerns. Use other local leaders to assist, including reaching out to your Regional Food Drive Coordinator, (see page 17).

Full Color Food Drive Posters

Enclosed are samples of the 2017 Family Circus food drive cartoon in full color and poster sized (one English and one Spanish).

This year’s full color food drive poster features another classic “Family Circus” cartoon by famed syndicated cartoonist, Jeff Keane. Your branch can purchase additional copies in bulk (at cost) to help promote the drive in your community (see light green color form).

Note, both English and Spanish posters are available, be clear when ordering!

See the notice for local management officials about displaying the posters in post office lobbies. A notice is also included with additional poster order shipments.

Prices includes all shipping and handling:

25 copies.....\$15.00

200 copies.....\$85.00

50 copies.....\$25.00

500 copies.....\$200.00

100 copies.....\$45.00

Mail your poster orders to:

NALC Food Drive Posters

100 Indiana Ave NW

Washington, DC 20001-2144

Posters can be ordered using credit card by contacting the NALC Supply Department, (202)662-2873.

HATS, PINS, T SHIRTS AND FOOD DRIVE BLING

K & R Industries will provide a one stop shop for all the Stamp Out Hunger bling you need (see flyer, enclosed). You can shop and pay on line at www.stampouthungerstore.com or call them directly to order.

PUBLIC SERVICE ANNOUNCEMENTS

New Public Service Announcements (PSA's) will be available for television, cable and radio stations throughout the nation. We will have a 1 minute video PSA and 2 radio PSA's, produced by the NALC and other national partners that will be available on the NALC Food Drive Tool Kit at www.nalc.org/food. You can provide this site to local TV and radio stations so they can download a broadcast quality version to promote our drive.

In addition, you should reach out to all local news stations and media partners and ask them to support our food drive by including these PSA's during their programming. Talk with local USPS communications staff and all of your local partners and have them assist in these media requests. You can even consider producing your own local PSA with donated talent and production resources featuring an area sports or entertainment personality or high ranking government official from your community. These have proven to be very successful in raising awareness of the drive in many areas.

Think outside the proverbial box- nothing works better than local ingenuity and home town flavor in promoting a community event! Check out pages 15 and 16 for sample Proclamations and letters to local papers.

Social Media

Check out our "Using the Digital Universe" on Pg. 12 of the Coordinators Manual

Please use your creativity and spread the word about our food drive using social media, and "like, follow and share" us with our  [Facebook.com/StampOutHunger](https://www.facebook.com/StampOutHunger) and  [@StampOutHunger](https://twitter.com/StampOutHunger)

New this year: Public Awareness website for food drive, stampouthungerfooddrive.us

Questions/Info

If you have any questions or need additional information, contact:

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Thanks for your fantastic support and hard work to make this 25th Letter Carrier Stamp Out Hunger[®] Food Drive a success in your community. While we all work to organize the largest one day food drive in the world, I hope you find time to celebrate our SILVER ANNIVERSARY this year, too! From one letter carrier and food drive "warrior" to another, I hope you comprehend the amazing help your work provides for those in need. You are incredibly special to have taken on this responsibility- your work is very important and I am proud to work shoulder to shoulder with you!

Let's go do this!

In Solidarity,

Pam Donato

Community and Membership Outreach Coordinator

National Food Drive Coordinator

NALC