



# COORDINATORS MANUAL



NATIONAL ASSOCIATION  
OF LETTER CARRIERS

# Stamp Out Hunger

**FOOD DRIVE**

TM

## Second Saturday in May

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## **Hunger in America**

Millions of Americans live in challenging situations, uncertain of where their next meal will come from or if it will come at all. They're our customers, our neighbors, our families. They include children and seniors that 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 may have lost a job, are facing a serious medical condition of a family member or are dealing with an unexpected responsibility of caring for grandchildren.

Life can deal ordinary hard working people very difficult hands and so often, our food drive makes a positive difference for them. With over 29 years of letter carriers' commitment to the national food drive and over 1.82 billion pounds of food collected, our communities are still in need across the country. More than 820 Million people do not have enough to eat. Ending hunger is a challenge the letter carrier and their communities have taken on. Please share the following statistics from Feeding America website with carriers, management, sponsors, etc. to allow them to know that their hard work, along with yours, to *Stamp Out Hunger*, is needed and appreciated by so many.

### **More than 45 million Americans struggle with food insecure**

Food insecurity means living at risk of hunger and not knowing where the next meal is coming from.

### **Almost 15 million children are living in a food insecure household**

Some experience developmental issues; language and motor skills, social and behavioral problems.

### **Nearly 5.2 million seniors currently face hunger in our country**

66% of our elderly citizens choose between food and getting medical care.

**One in 25 (3.9 percent) households in the U.S. experienced very low food security**, a more severe form of food insecurity, where households report regularly skipping meals or reducing intake because they could not afford more food.

### **Households who seek assistance live at or below the federal poverty level**

The federal poverty current individual federal poverty level for a family of four is \$25,100.

For more statistics on food insecurities, go to:

<https://www.feedingamerica.org/hunger-in-america>

**Thank you for all you do to help  
*Stamp Out Hunger!***

## History of the Letter Carrier *Stamp Out Hunger*® Food Drive

Exhibited by members of the National Association of Letter Carriers (NALC) over the last 130 years. Carriers, who go into neighborhoods in every town six days a week, have always gotten involved when something needs to be done. Whether it is collecting funds for the Muscular Dystrophy Association (MDA); watching over the elderly through the Carrier Alert Program; delivering needed antibiotics (if called upon); assisting victims of natural disasters, or rescuing victims of fires, crime, and other mishaps, letter carriers are the eyes and ears in every neighborhood and often life savers in the community.

Over history, a number of branches collected food for those in need as part of their community service effort. Discussions were held by the NALC, USPS, and AFL-CIO to explore a more coordinated effort. A pilot drive was held in October 1991. It proved so successful, the parties worked to make it a nationwide effort. Food banks and pantries suggested that late spring would be the best time for the drive, since most of their food donations are received over the Thanksgiving and Christmas holiday periods, leaving the food shelves depleted by spring. Making matters even worse for many, school breakfast and lunch programs are not available during the summer, placing an even greater responsibility on local food pantries and food shelves.

A revamped drive was organized for the second Saturday in May 1993, with a goal of at least one NALC local branch participating in each of the 50 states. The results were astounding. Over 11 million pounds of food were collected by over 220 union branches — a one day record in the United States. From Alaska to Florida and Maine to Hawaii, letter carriers did double duty by delivering the mail and picking up donations.

Last spring, the 29th annual Letter Carriers' Stamp Out Hunger® food drive was canceled for safety and health reasons due to the COVID-19 pandemic. We were still able to help local food banks and pantries with local donations from the Stamp Out Hunger Donor Drive. We are proud of the relentless efforts of all of those involved that continue to help support our communities when in need.

Our 2022 annual food drive is scheduled for Saturday, May 14. We recognize the possibility that safety and health risks associated with the COVID-19 pandemic could alter our plans. While we are hopeful and optimistic that we will hold our food drive on May 14th, we will continue to monitor the status of the pandemic and prioritize the safety and health of all of those involved.

We have collected a cumulative total of approximately **1.82 billion pounds** of food over the history of the drive — an awesome achievement.

Each year, groups, businesses, and organizations join the NALC at the local, regional, and national levels, to help grow a campaign of hunger awareness and community action in conducting this one day, record making food drive. From the beginning, at the national level, we have had the steadfast support of the USPS, United Way, and AFL-CIO. United Food and Commercial Workers union (UFCW) is the national premiere partner, adding the largest food union in the country to our efforts. Locally, the Letter Carrier *Stamp Out Hunger* Food Drive enjoys partnerships with many church and faith groups, Rotary and Lions Clubs, grocers and youth groups, and those who work to provide help and hope to those in need.

We look forward to another awesome year in 2022, as we are...

# ***BUILDING ON A BILLION!***

## Monthly Timeline and Guideline Checklist

Local Food Drive Coordinators may find these Guidelines/Checklist helpful to keep you on track to having a successful Food Drive. Those with larger branches may want to start this process months earlier and those with smaller branches may find they do not need as much time. However, the key to success will be to start planning as early as possible. Thank you for helping to *Stamp Out Hunger!*

### DECEMBER

#### **Pre-Registration tasks**

- Obtain delivery data from local management which determines the number of postcards and/or bags ordered.
- Determine if your branch needs the Partnership Opportunity Materials (community support and sponsor solicitation information); order when registering.

#### **Registration for the Food Drive**

- Online registration – Branch Presidents go to the “Members Only” portal at [www.nalc.org](http://www.nalc.org), click on the *Stamp Out Hunger* logo and register.

### JANUARY

#### **Branch coordination**

- Meet with Branch President to discuss Food Drive processes; available funding, community support, volunteers, volunteer’s food/drink, Station Coordinators, food drive committee, food agency recipient(s), advertisement/media plans, merchandise orders, posters, thank you cards, certificates, etc.
- Keep members informed of progress at each branch meeting.

#### **Initial contact with Food Banks and/or Pantries**

- Discuss where the food will go, who will get it there, how it will get there, etc.
- Discuss the use of and/or cost for food drive bags.

#### **Initial contact with volunteers**

- Contact retirees, churches, schools, military, other unions/AFL-CIO, Youth groups, local businesses etc.
- Ask for advertising assistance; the use of billboards, newsletters, posters, etc.
- Ask for funding support; purchase of posters and signs, food for volunteers, thank you cards, etc.

#### **Rural office information** - Registration form and letters mailed by the national office

- If possible, reach out to rural offices to assist them.

### FEBRUARY

#### **Food Drive Proclamations**

- Initial contact with Governor, City Council members, state representatives etc.

#### **Local USPS management cooperation**

- Meet with District Managers, Postmasters, Station Managers, etc.
- Secure cooperation, transportation, delivery of cards, Mutual Support Letter signed.

#### **Meet with Food Banks, Pantries and Volunteer Contacts**

- Discuss Food Drive needs, bags and processes.
- Discuss NALC Food Drive Merchandise Orders.

## **MARCH**

### **DEADLINE – Late March** (register online)

- Food Drive Registration; order of postcards and community involvement materials.

### **Branch coordination**

- Distribute information on NALC Food Drive Merchandise Orders, specifically T-Shirts.
- Discuss food and drink for volunteers and employees.

**Mailing of postcards** - Postcards are mailed out nationally by the end of March to the beginning of April.

## **APRIL**

**Receipt of Postcards** - Postcards are received across the U.S. by April.

- Prepare postcards (and bags) for all routes at each office.

### **Media and Advertisement**

- Correspond with newspapers, radio, television and/or other advertisement avenues.

### **Branch coordination**

- T-Shirts, buttons, caps, yard signs and wire stakes, bumper stickers, etc.

**DEADLINE – APRIL** Poster Order Form to be **received** at NALC Headquarters.

**DEADLINE – APRIL** NALC Food Drive Merchandise Orders due.

## **MAY**

### **Office coordinator preparation**

- Verify receipt and distribution of postcards, bags, T-shirts, etc.
- Identify carriers needing assistance with picking up food; get route description for volunteers to assist.
- Secure extra tubs and other equipment that will be needed for Food Drive day.
- Conduct standups on Food Drive day processes, delivery of postcards and bags, wearing of T-Shirts, pins, etc.
- Connect with volunteers to confirm Food Drive day processes.
- Distribute posters and/or yard signs to carriers for advertisement in stores, businesses, apartments etc.
- Display posters in post office lobbies and/or post office box sections.

### **Verify Food Drive day plans**

- With Food Banks and/or Pantries, with volunteers, with local management.

### **Final standup discussions**

- Discuss: safety of lifting and exiting vehicles, monetary donations payable to the Food Banks and/or Pantries, thank you notes to contributors, drop off sites, thank them for their participation, etc.

### **DEADLINE – FOOD DRIVE DAY**

#### **Post Food Drive Tasks**

- Retrieve residual food that comes in after the Food Drive and arrange for Food Bank receipt.
- Get total amount of pounds collected from Food Banks and/or Pantries.
- Thank all participants who helped in any manner with the Food Drive.
- Process Food Drive volunteer certificates.

## **JUNE**

**DEADLINE – Official Final Results due JUNE 1st (As soon as possible!)**

### **Post event meetings**

- Meet with all participants; discuss how to better the process for the following year.

## Understanding Registration, Postcards, Bags and Partnership Materials

**Registration:** Registration is to be done by current Branch Presidents by going online to the “Members Only” Portal at [www.nalc.org](http://www.nalc.org). Presidents set up their account access, click on the *Stamp Out Hunger* logo, complete all the Food Drive information fields, click “Submit” and receive an immediate confirmation of your branch’s registration, postcard and partnership material order.

**If your Branch President is not registered as the president with the NALC’s Membership Department, you can call (202) 662-2836 for assistance on updating this information.**

**Postcards:** Postcards are paid for by our national sponsor. All branches who register by the March 28<sup>th</sup> deadline will receive postcards free of charge. The postcards will be shipped to the address specified in the online branch registration form. The postcards are bilingual (English and Spanish), have postage (G10 Permit) applied to them and are shipped in USPS reusable sleeved trays. There are 500 postcards in each bundle that are paper banded together. Eight bundles come in each sleeved tray for a total of 4,000 per tray.



**Shipping:** The general rule is that shipping begins at the end of March on the west coast and moves to the east. The target date for all postcards to arrive at the branch’s selected destination address is by mid-April.

Verify that your postcards have arrived at their destination by physically seeing them and counting the trays and pallets. Mark/label the trays/pallets with a sign that says “Food Drive Postcards” so that they are not disseminated until you and/or your USPS management counterpart agree they will be distributed to letter carrier routes for delivery.

Postcards can be locally printed if your branch chooses to do so. Templates for postcards are in the Food Drive Tool Kit. These templates can be shared with a local printer and a G10 permit for postage can be applied to the printing of the postcards.

**Bags:** The use of bags for the food drive is dependent on local branches getting sponsors to purchase them and/or for your branch to purchase them. Here are a few suggestions for union made and USA made paper bags and plastic bags made in the USA:

### **Aurora Plastics (plastic)**

Minimum Order 10,000 (.03 cents)

Contact: Katie Davis

[brand@auroraplasticbags.com](mailto:brand@auroraplasticbags.com)

[www.auroraplasticbags.com](http://www.auroraplasticbags.com)

(425) 330-0227

### **Bags by CMG**

Minimum Order 5,000 (.03 cents)

Contact: Sean Cherry

204 Old Covington Hwy.

Hammond LA 70403

[Sean@BAGSbyCMG.com](mailto:Sean@BAGSbyCMG.com)

Ph: 970-206-4644



Bags have a powerful effect of doubling and potentially tripling the amount of food that is collected! Think about how many more hungry families could be fed with these results. Branches who do not currently have a bag sponsor(s) should be working towards finding one, or several sponsors.

The most common sponsor for bags are local grocery stores. They have a lot of experience with paper and/or plastic bag manufacturers. They know where and how to order them. Other community businesses to reach out to are local credit unions, the food bank(s), pantries, UFCW, United Way, AFL-CIO, etc.

Bags from the Vendors above have a section which can be customized. Or, if you use a local vendor the letter carrier *Stamp Out Hunger* Food Drive artwork, found in the Tool Kit, can be applied to one side of the bag and the other side can have your sponsor's logo on it. If you have more than one sponsor, simply design the bag to include all sponsors' logos. This advertisement in every mailbox for a sponsor(s) and the food drive is a benefit to all the parties involved. More importantly, it will increase food donations for hungry families in our communities across the United States.

How bags get entered into the mail-stream is unique to each area and is often driven by sheer volume. Please seek assistance from your Regional Food Drive Coordinator or contact NALC Community Services at 202-662-2489 or email [fooddrivesocial@nalc.org](mailto:fooddrivesocial@nalc.org) .

**More information on registration, postcards, bags and partnership materials can be found online in the Food Drive Tool Kit at [www.nalc.org](http://www.nalc.org) or by contacting your Regional Food Drive Coordinator.**





## Securing Local Support

**Local NALC support** is an important factor in having a successful food drive. Early and open communications with your branch president, branch officers, stewards, retirees and fellow letter carriers about plans for the food drive can gain their support and willingness to actively participate in the food drive. This support is an essential element of helping our communities *Stamp Out Hunger*.

Once you create a basic plan, meet with your branch president to discuss your vision for the food drive. Also discuss your plans at branch meetings, officers meetings, stewards meetings, etc. As time goes on and you start to implement your plans, continue to update all local NALC members about any changes and/or additional plans you may have. Communication is key to gaining support.

**Local USPS support** is also an important factor in having a successful food drive. Meet with your local station manager and/or postmaster to discuss details leading up to the food drive and for the day of the food drive. Management's support can help with an agreed upon timeline for the distribution and delivery of postcards and bags. A sample USPS Support Letter for your local area is on the next page. By producing a commitment in writing, both parties can collaborate with the success of the food drive and supporting hungry families in our communities.

Local management support is a reinforcement of the commitment promised at the highest levels of the USPS. *Instructions from US Postal Service Headquarters* and Postmaster General Megan Brennan and Chief Operating Officer David Williams' letter of supports are located in this manual.

**When NALC/USPS support is established**, stand-ups are an excellent source of communications with both parties at the same time. Consistent stand-ups bring a sense of comradery and allow for all parties to be on the same page as to the expectations of the food drive.

During stand-ups, you can show the promotional video that is sent to you on DVD in the Partnership Materials. Your Branch President can order it during online registration for the food drive. It is also available online at [www.nalc.org/food-drive](http://www.nalc.org/food-drive) and on Liteblue via the USPS website. You can also invite a local food bank/pantry representative to share information about how the food drive can help those in your community.

Stand-ups will connect rural carriers, clerks, mail handlers, custodians, etc. with the knowledge of your food drive plans. Your open communication with these fellow co-workers can gain their support too.

**Fellow co-workers' support** is important for a smooth, efficient and successful food drive day. Knowing who, what, where, when, why and how will gain this support. Some questions that you will want to seek answers for are:

Will all carriers pick up the donations on their own routes? Will carriers have family members who will help them collect food? Are volunteers available, and if so, who specifically are each of them assisting? Are there maps available for the volunteers? Will all food be returned to the post office or taken directly to a local food agency? Who will secure extra needed equipment

(i.e. tubs, hampers, etc.) in the weeks leading up to food drive day? Who will post posters for advertisement?

Asking co-workers questions, seeking their help and cooperation, and ensuring every route is considered, will enable everyone involved to know what to expect. It will not be possible to have a plan for every aspect of the day so make sure you have back-up plans for the unexpected that may, and probably will, come your way.

## **Contact Food Banks and Pantries**

**THE DECISION FOR FOOD DISTRIBUTION RESTS SOLELY WITH YOUR BRANCH.** Your local United Way, social services and faith community organizations are great places to find out where needy food recipients are in your community. Prior to reaching out to a food bank or pantry, you may want to read *Tips/Talking Points for Sponsor Solicitation Meeting*. Some of the tips will help you better inform food banks and pantries during your initial conversation with them.

Once you have enlisted the participation of a local food bank and/or pantry, ask to have a face to face meeting with them. You can also ask to tour their food bank and to have them tour the post office. Familiarity on both sides allows for better and more detailed planning for food drive day.

During your meetings, ask for their assistance in implementing and/or developing your food drive plan. Food banks are a great asset for building awareness of the drive through advertising, for helping to secure funds and/or donators for food drive bags, for getting volunteers who will help on food drive day, for setting up food collection logistics and for other types of support that proves to be very helpful in the success of the food drive.

## **Community and Volunteer Support**

**Community support** is not only important to obtain for food drive day, it is also important for the months, weeks, and days leading up to the food drive. The more support you have, the bigger and better your food drive can be. There are many ways that community support can benefit your food drive plans. Reading *Tips/Talking Points for Sponsor Solicitation Meeting* will help you to approach getting community support with confidence. Some examples of community support that have benefited branches across the U.S. are:

- A local bank allowed advertisement of food drive day on their billboard for a week.
- A local gym donated money to buy *Stamp Out Hunger* Yard Signs to post in key locations.
- A local radio station taped an announcement for the food drive and replayed it in the weeks leading up to food drive day.
- The Governor prepared a proclamation for food drive day.
- A local newspaper printed a proclamation and an article about the food drive history.
- A local carwash advertised the food drive on their electronic billboard.
- A local grocery store gave a donation of chips and drinks for our volunteers.
- A local submarine shop donated foot long subs to feed the carriers and volunteers.

**Volunteer support** is very important on food drive day. It allows carriers, clerks, etc. the assistance that is needed to relieve the added time and physical stressors that can take place on food drive day. However, volunteer support can be beneficial prior to and after the food drive also. Here are some examples of how volunteers are so helpful:

- **Retirees** and family members volunteered to seek out carriers, empty their postal vehicles and bring back the food for early sorting and distribution to the food bank.
- A local Girl Scout troop handed out undelivered postcards and bags at the local grocery store the day before the food drive.
- A local trucking company gave a driver and truck free of charge on food drive day.
- High school students needing community service hours to graduate helped collect food.
- A local Boy Scout troop volunteered to sort food at the food bank the day after the food drive.
- A local church group volunteered to box up the food at the post office on food drive day.
- A military platoon and battalion enlisted to drive carrier routes to pick up food before the carriers delivered for the day.

**Non-postal volunteers** that you expect to work on or enter postal property must be approved for access. Discuss this with your local manager/postmaster ahead of time to avoid any problems. Many food banks have a liability waiver form that covers all volunteers who help with the food bank and this would include volunteers in connection with the *Stamp Out Hunger* food drive. Speak with your food agency to see if they have this form available.

Make sure to recognize your volunteers and workers on food drive day. This can be accomplished by providing food, refreshments, “give-aways”, etc. that can be donated by local community organizations and/or purchased by your branch. Offer Volunteer Certificates or Certificates of Appreciation. Give them all a sincere and personal “Thank you” for their hard work in helping to feed the community and invite them back for next year’s food drive!

# *National Association of Letter Carriers*



## CERTIFICATE of APPRECIATION

to



**for your community leadership and  
steadfast support to the 2022 NALC  
“Stamp Out Hunger” Food Drive.**

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National Association of Letter Carriers



## USPS and NALC Mutual Support Letter

### Letter Carrier *Stamp Out Hunger*® Food Drive

For over a quarter century, the U.S. Postal Service at all levels has joined the National Association of Letter Carriers in its national food drive to help *Stamp Out Hunger* in America. This year is no exception, as we proudly come together to conduct the Letter Carrier *Stamp Out Hunger* Food Drive to help feed America's hungry.

We will jointly start planning now and will coordinate the necessary staff and develop operational and transportation plans to support the Food Drive.

We will give the Letter *Carrier Stamp Out Hunger* Food Drive our full support by approving appropriate local promotions such as replacing uniform shirts with the Food Drive T-shirts during the campaign, wearing lapel buttons promoting the Food Drive and assisting with the distribution of postcards and special bags as a customer convenience to collect food donations.

We will strongly encourage all postal employees across our cities to support the Food Drive by collecting donations, and delivering postcards and promotional bags. All postcards and bags will be delivered by \_\_\_\_\_.

We pledge to work jointly in doing everything we can to make this year's Food Drive the best in our history.

Working together, we will continue to make a difference in the lives of Americans in need.

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(Signed By) NALC

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(Date)

---

(Signed By) USPS

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(Date)

## Tips/Talking Points for Sponsor Solicitation Meeting

**Be professional.** Wear a clean uniform, NALC shirt, or something business-casual. How you present yourself is the first impression you make and it has a lasting impact.

**Be on time.** Time is valuable; timeliness illustrates your commitment to the drive.

**Be prepared.** Have information, facts and figures. Be ready to answer frequently asked questions such as these:

- “How much food did you collect in previous years?”
- “What is your goal for this year’s drive?” (*Think locally and nationally.*)
- “How much money do you need to fund bags or other materials?”
- “How is the money used?”

For bags: explain that the money is simply used for printing and material costs. Postage is already taken care of.

For billboards, media, yard signs, etc: have estimated costs for the amount of each needed.

- “Do the bags and marketing materials really make a difference?” (*Explain how.*)
- “How many bags do you need for residential deliveries?”
- “How and to whom do I give money?” (*Have a plan—having them pay a vendor directly is preferred.*)
- “Where does the collected food go? How does it get there?” (*You may have several food recipients; list them all.*)
- “How do I as a sponsor benefit? Will our name and/or logo be on the bag or on other materials?” (*Use IEG valuation.*)
- “What are the deadlines?” (*Provide the time line you are working from for the Food Drive in your city and/or branch.*)
- “Do you need volunteers? If so, how many, when and where?”
- “In what other ways can I as a sponsor help, in addition to funding?”

**Leave materials.** Make a nice folder labeled with “National Association of Letter Carriers (NALC)” and your contact information on the front, perhaps along with some artwork or last year’s Food Drive postcard. Include the new “Partnership Opportunities” brochure. Point them to the Food Drive’s web page: [nalc.org/food](http://nalc.org/food). Provide the contact information for your food bank and/or other partners (with their permission).

**Bring a partner.** Take another carrier, branch leader, food bank representative or other sponsor with you. This can help increase the presentation energy and cover questions.

**Be available.** Let potential sponsors know they can contact you if they have questions. Offer to return personally as a follow-up.

**Follow up.** Ask for a timeline and for the contact information of the person making the decision.

***Be professional, polite, passionate, persistent, positive and proud.***

# *SAMPLE PROCLAMATION*

## **“Letter Carriers’ Stamp Out Hunger Food Drive Day”**

**WHEREAS:** Every year on the second Saturday in May, letter carriers across the country collect non-perishable food as part of the nation’s largest one-day food drive, distributing the donations to local food banks; and

**WHEREAS:** The Letter Carriers’ Stamp Out Hunger Food Drive is just one example of how letter carriers work to make a difference in the lives of those they serve. Since the pilot drive was held in 1991, more than 1.82 billion pounds of food have been collected; and

**WHEREAS:** We recognize all letter carriers for their hard work and their commitment to their communities. All of the food collected in our community stays in our community and we support carriers’ efforts to help those in need in our community; and

**WHEREAS:** We also recognize the noteworthy milestone of 30 years that the National Letter Carrier Food Drive celebrates in 2022.

**NOW, THEREFORE, WE, the City Council of \_\_\_\_\_,** by the authority vested in us, do hereby proclaim this \_\_\_\_ day of \_\_\_\_ 2022, as **“LETTER CARRIERS’ FOOD DRIVE DAY”** in the City and County of \_\_\_\_\_, and we encourage the citizens of our community to support the food drive by placing non-perishable food items in or near your mailbox on Food Drive Day. Your letter carrier will pick it up while delivering the mail—and together, we can all help to feed our hungry.

**IN WITNESS WHEREOF, we have hereunto set our hands and caused the Seals of the City and County of \_\_\_\_\_, to be affixed this \_\_\_\_ day of \_\_\_\_ 2022.**

\_\_\_\_\_  
**President of the City Council**

\_\_\_\_\_  
**Chair of the Board of County Commissioners**



## Media Relations for Advertising the Food Drive

**Establishing media relations** can greatly improve the outcome of the food drive. When people hear about the food drive in the weeks leading up to the second Saturday in May, the more likely they are to contribute. Connections with local TV stations, radio personnel, newspaper editors, etc. can help to communicate with your community.

Carriers can do TV or radio interviews to help promote the NALC Food Drive. Mentioning those who sponsor the food drive, nationally or locally, will help to ensure advertisement for them and encourage them to help in the next year's food drive. The NALC produced Public Service Announcements (PSAs), in English and Spanish, can be used for TV or radio. They are available at [www.nalc.org/food](http://www.nalc.org/food) in the Food Drive Tool Kit. Consider producing your own PSA with local talent at an event in your community.

Carriers can also write a letter to the editor. (See example letter) Use the sample as a template. Add personal touches for your community. Include names of sponsors, where people can volunteer, print proclamations, use the Family Circus cartoon, etc.

Another source of media for advertising is holding a news conference or a kick-off to announce the food drive. Perhaps inviting elected officials, food bank directors, United Way officials, AFL-CIO officials, etc. would peek interest.

**Social media** is a tool that can make advertising for the food drive more widespread. The vast majority of people use some type of social media these days. Examples of social media posts can be found in the tool kit. The following are types of social media that can be used to help *Stamp Out Hunger*:

- Facebook – “Like” our Facebook page at <http://www.facebook.com/StampOutHunger> . If you post on Facebook and want to ensure your post is shared by our official page, tag *Stamp Out Hunger* by typing @StampOutHunger and select our page when it pops up as a tag option.
- Twitter – Follow the food drive on Twitter at <http://www.twitter.com/StampOutHunger> . Use the official hashtag, #StampOutHunger, to post and share.
- Website – Direct customers, sponsors, etc. to <http://www.stampouthungerfooddrive.us> . The site will help explain how the Letter Carrier Food Drive works, who we help, who our national partners are, Tool Kit information and how to volunteer locally.
- Email – Feel free to e-mail any pictures of food drive events to [fooddrivesocial@nalc.org](mailto:fooddrivesocial@nalc.org) . Photos from past food drives can be used for “Throwback Thursday” (#TBT) posts.
- YouTube – Officially approved videos can be found at [www.youtube.com/ThePostalRecord](http://www.youtube.com/ThePostalRecord) . These short videos can be used at standups or when seeking out a sponsor.

**Websites** for our national partners, volunteer organizations and food agency locators are:

- USPS [www.usps.com/stampouthunger](http://www.usps.com/stampouthunger)
- United Food and Commercial Workers [www.ufcw.org/stampouthunger](http://www.ufcw.org/stampouthunger)
- National Rural Letter Carriers Assoc. [www.nrlca.org](http://www.nrlca.org)
- AFL-CIO [www.aflcio.org](http://www.aflcio.org)
- United Way Worldwide [www.unitedway.org/stampouthunger](http://www.unitedway.org/stampouthunger)
- Kellogg's [www.kelloggs.com](http://www.kelloggs.com)
- Valpak [www.valpak.com](http://www.valpak.com)
- Valassis [www.valassis.com](http://www.valassis.com)
- Boy Scouts of America [www.scouting.org](http://www.scouting.org)
- Girl Scouts of America [www.girlscouts.org](http://www.girlscouts.org)
- [www.rotary.org](http://www.rotary.org), [www.foodpantries.org](http://www.foodpantries.org), [www.ampleharvest.org](http://www.ampleharvest.org)



**Advertising** the food drive is key for a successful food drive! NALC branches are encouraged to work with local businesses and community organizations to get the food drive message out to the public. This can be accomplished by a variety of methods; using billboards, lawn signs, banners, posters, flyers, church bulletins, sport event programs, your branch publication, etc.

With any method of advertising, the Family Circus cartoon can be added for a visual touch that customers have come to recognize. This yearly cartoon is gifted to the *Stamp Out Hunger* Food Drive by Jeff Keane. This cartoon has been an important part of our food drive since before the drive became a national event over a quarter century ago. It really adds color and fun to our other artwork. So we can connect to more communities throughout the country, the cartoon is available in English and Spanish. The order form is in the Food Drive Coordinator's Packet. Posters can also be ordered through the "Members Only" portal or the food drive Toolkit.

T-Shirts, buttons, and hats are a visual advertisement that most places allow for carriers and other postal employees to wear for the week prior to food drive day. (See order form in the packet) Some areas have local print shops that will take *Stamp Out Hunger* t-shirt orders and they are locally priced. These items should also be offered to sponsors, food bank personnel, political officials, etc. The more people advertising the food drive, the better chance of *Stamping Out Hunger!*

**THANK YOU**  
for All Your Help!



© 2013

## Sample Letter to your Local News Media (2022)

Dear Editor:

Saturday, May 14th marks the 30th anniversary of one of America's great days of giving — the National Association of Letter Carriers *Stamp Out Hunger* Food drive.

Letter carriers walk through the community every day, often coming face to face with a sad reality for too many, hunger.

So, each year on the second Saturday in May, letter carriers across the country collect non-perishable food donations from our customers. These donations go directly to local food pantries to provide food to people in (insert name of city) who need our help.

Over the course of its 29-year history, the drive has collected well over 1.88 billion pounds of food, thanks to a postal service universal delivery network that spans the entire nation, including Puerto Rico, Guam and U.S. Virgin Islands.





The need for food donations is great. Currently, more than 42 million Americans are unsure where their next meal is coming from. More than twelve million are children who feel hunger's impact on their overall health and ability to perform in school. And nearly 5.2 million seniors over age 60 are food insecure, with many who live on fixed incomes often too embarrassed to ask for help.




Our food drive's timing is crucial. Food banks and pantries often receive the majority of their donations during the Thanksgiving and Christmas holiday seasons. By springtime, many pantries are depleted, entering the summer low on supplies at a time when many school breakfast and lunch programs are not available to children in need.






Participating in this year's Letter Carrier Stamp Out Hunger Food Drive is simple. Just leave a non-perishable food donation in a bag by your mailbox Saturday, \_\_\_\_\_ day of \_\_\_\_ 2022 and your letter carrier will do the rest. With your help, letter carriers and the US Postal Service have collected over 1.88 billion pounds of food in the United States over the 29 years as a national food drive. Please help us in our fight to end hunger, as we celebrate our 30<sup>th</sup> anniversary year in America's great day of giving.

Sincerely,  
(Your name)  
Letter Carrier  
(City/State)

**For use by Post Offices, Branches, Pantries and Banks with no access or ability to weigh food collections.**

Container Name Dimensions & Picture	Empty Container Weight	Fill Level	Food Weight per Fill Level (pounds)	Number of Containers	Subtotal (Food Weight per fill x Number of Containers)
EIRS 66 General Purpose Mail Container W/Gate Length: 42" Width: 29" Height: 70" 	250 lbs	Full	1800 lbs		
		3/4 Full	1350 lbs		
		1/2 Full	900 lbs		
		1/4 Full	450 lbs		
EIRS 68 Eastern Region Mail Container W/Web Door Length: 42" Width: 29" Height: 70" 	207 lbs	Full	1800 lbs		
		3/4 Full	1350 lbs		
		1/2 Full	900 lbs		
		1/4 Full	450 lbs		
EIRS 84C Collapsible Wire Container Length: 49" Width: 44" Height: 41.6" 	392 lbs	Full	1600 lbs		
		3/4 Full	1200 lbs		
		1/2 Full	800 lbs		
		1/4 Full	400 lbs		
EIRS 84 Wire Container Rigid Length: 48" Width: 40" Height: 41.5" 	320 lbs	Full	1600 lbs		
		3/4 Full	1200 lbs		
		1/2 Full	800 lbs		
		1/4 Full	400 lbs		

Container Name Dimensions & Picture	Empty Container Weight	Fill Level	Food Weight per Fill Level (pounds)	Number of Containers	Subtotal (Food Weight per fill x Number of Containers)
EIRS 82S (Westpak) W/82P Pallet Westpak Sleeve Fiberboard Length: 48" Width: 40" Height: 44.5" 	TBD	Full	984 lbs		
		3/4 Full	738 lbs		
		1/2 Full	492 lbs		
		1/4 Full	246 lbs		
Hamper, Large Canvas Length: 44" Width: 32" Height: 36" 	75 lbs	Full	493 lbs		
		3/4 Full	370 lbs		
		1/2 Full	247 lbs		
		1/4 Full	123 lbs		
Hamper, Large Plastic Length: 48" Width: 31" Height: 37" 	80 lbs	Full	536 lbs		
		3/4 Full	468 lbs		
		1/2 Full	402 lbs		
		1/4 Full	134 lbs		

Container Name Dimensions & Picture	Empty Container Weight	Fill Level	Food Weight per Fill Level (pounds)	Number of Containers	Subtotal (Food Weight per fill x Number of Containers)
4-Sided Flats Tray Plastic Length: 18" Width: 13" Height: 11" 	1.94 lbs	Full	25 lbs		
		1/2 Full	13 lbs		
Small Parcel & Bundle Tray Plastic Length: 20.5" Width: 19" Height: 14" 	3.10 lbs	Full	53 lbs		
		1/2 Full	27 lbs		
EXT MM Tray Plastic Length: 25" Width: 11.75" Height: 6" 	1.0 lbs	Full	17 lbs		
MM Tray Blue Lettered Plastic OR MM Tray Plastic Length: 24.5" Width: 11.5" Height: 5.25" 	0.80 lbs	Full	14 lbs		
1/2 Size MM Tray Fiberboard OR Plastic Length: 13.8" Width: 11.5" Height: 5.25" 	0.60 lbs	Full	8 lbs		

## 2022 POSTAL SERVICE ACTION PLAN

### Instructions from US Postal Service Headquarters

**USPS Managers:** Support from local postmasters, managers and supervisors is essential to the Food Drive's success. Local management will work closely with the food drive coordinator, the NALC branch and letter carriers to ensure promotional materials for the food drive are properly delivered and the food can be efficiently collected by carrier while on duty, knowing the leadership of the Postal Service and the NALC/NRLCA are firmly behind efforts to help feed the hungry.

**Coordinate:** Postmasters and/or their designated food drive liaison will meet with the local NALC branch, food drive coordinator and other partners well in advance to coordinate the personnel, equipment and trucks that will be needed on May 14th.

**Communicate:** Managers and NALC food drive representatives will make all employees aware of the drive and ask their help to make it a success. Managers will encourage and support media attention and be prepared to do interviews with TV, radio and newspaper media to discuss Postal Service involvement.

**G-10 Permit:** Use of the U.S. Postal Service G-10 permit has been authorized by the PMG to support the food drive. The use of G-10 permit is extended to special food drive bags as a customer convenience to collect food donations. Although Postal Bulletin 21907 (dated 11-23-95) requires the use of mailing statements for G-10 mailings, **this requirement has been waived for the food drive.** This eliminates the need for mailing statements from participating locations. The cost of mailings will not be charged back to individual post offices. The cost will be captured at USPS Headquarters based on the number of food drive postcards ordered. Questions regarding these mailings should be directed to your District Accounting Office.

**Facilitate:** Make arrangements for a USPS semi or large truck to be available on May 14th to pick up food collected at each station and deliver it to the Food Bank and/or pantries. Otherwise, work with other local trucking partners or the local Food Bank to ensure vehicles and volunteers are available.

**The Postal Service contact is Leisha I. Palmore-Drummond, USPS Corporate Communications; 475 L'Enfant Plaza, SW, Room 10546, Washington, D.C. 20260-3100. He can also be reached at 202-268-2191 or by email at [leisha.i.palmore-drummond@usps.gov](mailto:leisha.i.palmore-drummond@usps.gov)**

LOUIS DEJOY  
POSTMASTER GENERAL, CEO



February 14, 2022

Mr. Fredric V. Rolando  
President, National Association  
of Letter Carriers, NALC  
100 Indiana Avenue, NW  
Washington, DC 20001-2144

Dear Mr. Rolando:

The United States Postal Service is proud to support the National Association of Letter Carriers' 2022 Stamp Out Hunger Food Drive.

Food banks need our help, especially now—with ongoing challenges in our economy and lingering effects of the COVID pandemic. When our letter carriers and other USPS employees join with people in their neighborhoods to support local pantries, it helps hard-hit families put food on the table.

The Stamp Out Hunger Food Drive comes at an important time for our country's school children and their families. Planning the collection for May 14, ahead of the summer months, will enable communities to provide timely assistance to millions who rely on school lunch programs the rest of the year.

I encourage postal employees across the country to support the food drive by delivering postcards and promotional bags in advance, as well as picking up donations on May 14. Since 1993, letter carriers have collected over 1.82 billion pounds of food. Let's make this year's drive the best in our history, as we deliver food for families in need and help stamp out hunger.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "L. DeJoy".

Louis DeJoy





# AFL-CIO

AMERICA'S UNIONS

**American Federation  
of Labor and  
Congress of Industrial  
Organizations**

815 Black Lives Matter  
Plaza NW  
Washington, DC 20006  
202-637-5000  
aflcio.org

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MEMORANDUM

TO: National and International Union Presidents  
Principal Officers of State Federations and  
Central and Area Labor Federations  
AFL-CIO Labor Liaisons

FROM: Elizabeth H. Shuler, President

DATE: February 17, 2022

RE: NALC Stamp Out Hunger Food Drive – May 14

This past year, the need for food relief was greater than ever and so was our determination to help. We stepped up to assist union members and struggling families keep food on their tables through the pandemic as well as to support striking workers. We're doing what the labor movement does best: joining together in solidarity, lifting each other up and serving our communities.

The AFL-CIO is proud to partner again with the National Association of Letter Carriers (NALC) for the Stamp Out Hunger food drive campaign. The 2022 food drive is planned in person for **Saturday, May 14**. Because of concerns around the COVID-19 pandemic, the situation will be monitored closely to prioritize health and safety. This year's campaign will help serve families affected by the pandemic and help give resources to striking workers around the country.

I urge all of you to help promote the Stamp Out Hunger campaign among your union members and affiliates. You can find more information on how to support these incredible efforts [here](#). I recognize and thank each of you for your dedication to support our members and your communities this past year. Your determination and courage in the face of today's challenges is nothing short of inspiring.

Should you have any questions, please contact Kristie Small at [ksmall@aflcio.org](mailto:ksmall@aflcio.org).



February 17, 2022

Mr. Fredric V. Rolando  
President  
National Association of Letter Carriers  
100 Indiana Avenue, NW  
Washington DC 20001

Dear Fred:

After two years of coping with a national health crisis, the United Food and Commercial Workers International Union (UFCW) is proud to continue our partnership with the National Association of Letter Carriers' (NALC) 30<sup>th</sup> annual Stamp Out Hunger Food Drive—the largest single-day food drive in our country.

Many Americans who were coping with food insecurity before COVID-19 faced greater hardships during this pandemic, and this partnership is one way we can show our brothers and sisters who are struggling to feed their families that we care.

According to Feeding America, over 38 million people in the United States, including 12 million children, are food insecure—which is why “Stamp Out Hunger” is so important. This food drive donates millions of pounds of food at a critical time when many food banks and shelters are struggling as this pandemic continues.

Many of our members are essential workers who are employed in neighborhood grocery stores or at local meatpacking and food processing plants, and they are proud of the role they have played in helping to feed America during this pandemic. The NALC's members have also played an important role during this health crisis by helping people stay connected through the mail. Both of our organizations are in a unique position to improve the lives of friends and neighbors who are struggling with food insecurity and other pandemic-related disruptions.

Our partnership in previous years has helped keep America's families fed and we are excited about the potential to do even more for our communities this year. We are working with our members, employers, friends, and allies to make this year's “Stamp Out Hunger” drive a success, and you can visit our website at <http://www.ufcw.org/stampouthunger/> to find and share food drives and other donation events in your area.

Together, we can continue to help our brothers and sisters in need and make a positive difference in the communities we call home.

Sincerely,

A handwritten signature in black ink that reads "Anthony M. Perrone". The signature is written in a cursive, flowing style.

International President

**Anthony M. Perrone**, *International President*  
**Shaun Barclay**, *International Secretary-Treasurer*



United Food & Commercial Workers International Union, AFL-CIO, CLC  
1775 K Street, NW • Washington DC 20006-1598  
Office (202) 223-3111 • Fax (202) 466-1562 • [www.ufcw.org](http://www.ufcw.org)



February 22, 2022

VICE PRESIDENTS, AREA RETAIL AND DELIVERY OPERATIONS  
VICE PRESIDENTS, REGIONAL PROCESSING OPERATIONS  
VICE PRESIDENT, LOGISTICS

SUBJECT: Stamp Out Hunger National Food Drive–May 14

Millions of children and families living in America face hunger and food insecurity every day. On Saturday, May 14, postal employees nationwide will join with volunteers across 10,000 American communities to address this dire situation by collecting and delivering food donations in support of the National Association of Letter Carriers' (NALC) National Stamp Out Hunger Food Drive.

We are encouraging everyone to start planning now to have the necessary operational, staffing and transportation plans in place to support this important annual event on its 30th anniversary.

Please give your full support by approving any appropriate local promotions proposed by NALC members (such as carriers replacing uniform shirts with the National Stamp Out Hunger Food Drive T-shirt during the campaign, and wearing lapel buttons promoting the food drive) and assisting with the distribution of special bags as a customer convenience to collect food donations. As a reminder, however, we cannot directly or indirectly ask our customers to participate. The NALC is responsible for soliciting donations to the food drive.

Since it began in 1993, the national food drive has collected 1.89 billion pounds of food through the commitment and dedication of our employees, national partners, volunteers and customers. The food drive is the nation's largest one-day campaign to collect food for distribution to families facing food insecurity.

With your continued leadership and ongoing support, we will increase food donations, help those in need and make this year's food drive the best in its history. As always, thank you for your commitment and dedication in this important effort.

If you have any questions or concerns, please contact Leisha Palmore-Drummond at [leisha.i.palmore-drummond@usps.gov](mailto:leisha.i.palmore-drummond@usps.gov).

E-SIGNED by Joshua.D Colin  
on 2022-02-22 13:58:00 CST

Joshua D. Colin, Ph.D.  
Chief Retail & Delivery Officer  
and Executive Vice President

E-SIGNED by Isaac.S Cronkhite  
on 2022-02-22 14:29:29 CST

Isaac S. Cronkhite  
Chief Logistics & Processing Operations Officer  
and Executive Vice President

cc: Douglas A. Tulino



# NATIONAL RURAL LETTER CARRIERS' ASSOCIATION

1630 Duke Street

Alexandria, Virginia 22314-3467

Phone: (703) 684-5545

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(828) 369-5054

JEANETTE P. DWYER  
P.O. Box 25  
Riegelwood, NC 28456-0025  
(571) 228-1288

February 17, 2022

Mr. Fredric V. Rolando  
President, National Association of Letter Carriers  
100 Indiana Avenue NW  
Washington, DC 20001-2144

Dear Fred:

The National Rural Letter Carriers' Association continues its pledge to support the National Association of Letter Carriers (NALC) annual Food Drive. In what has become the largest one-day food drive in the nation, rural letter carriers proudly assist postal workers from across the nation to collect and distribute donations in the constant fight against deprivation and hunger.

For the past two years, the difficult decision was made to cancel the in-person food drive due to ongoing health and safety concerns related to the coronavirus pandemic. As individuals and families face the ongoing challenges that are a part of this pandemic, it has become clear how such a small act of charity on the part of one person can resonate so profoundly in the communities in which we live. We applaud the NALC's plan to tentatively revive the traditional, in-person food drive in 2022.

Fred, the National Rural Letter Carriers' Association is proud to align ourselves with such a noble and distinguished cause. I thank you and your members personally for championing the fight against hunger in America and look forward to working with you as part of a concerted effort to "Stamp Out Hunger!"

Sincerely and fraternally,

Ronnie W. Stutts  
President  
National Rural Letter Carriers' Association



## UNITED FOOD & COMMERCIAL WORKERS

Once again this year, our brothers and sisters at **United Food & Commercial Workers (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 stores, food processing, and numerous other industries.

Their relationship with companies in the food industry will provide endless opportunities and connections with additional local partnerships and others in the “house of labor” across the country. Every branch should make a point to reach out to the nearest UFCW local which can be found at [www.ufcw.org](http://www.ufcw.org).

UFCW local leaders will be able to partner with you in pitching for financial support for bags, volunteers, advertising and other food drive materials from your local and state AFL-CIO councils. Specifically discuss this with your branch and/or state president.

**Be sure to say “thank you” to your brothers and sisters in the UFCW and plan for them to be included in your preparations and events on the day of the food drive!**

## AFL-CIO ORGANIZATIONS

AFL-CIO Community Services liaisons and the Labor Agency Network, working with field mobilization staffers, state federations and central labor councils, will provide assistance to NALC branches in coordinating support and recruiting volunteers to assist with collection, sorting and delivery of donated food.

The AFL-CIO plans an active campaign that will help secure broad support, promotion and coverage of the Food Drive through the news media.

Community Services Liaison Kristie Small is the contact at AFL-CIO headquarters. Kristie can be reached at 202-639-6245 or by email at [ksmall@aflcio.org](mailto:ksmall@aflcio.org).

## LOCAL UNITED WAY

Your local United Way is available to help you make the Food Drive a success. The local agencies are your “go to” for assistance in every community. Depending on the location, Your United Way office may be able to offer assistance with media, printing and logistics, with volunteers and even with financial assistance.

In addition, you can count on your local United Way office to help your branch coordinate the distribution of food to the food banks, pantries and shelters in your community. The United Way know who needs your help, know who can provide you with help and knows how to get it done in your community.

United Way Worldwide contact is Nicole Muhammad, assistant to the vice president of UWW’s Department of Labor Participation. She can be reached at 703-836-7112 ext. 465, or [nicole.muhammad@unitedway.org](mailto:nicole.muhammad@unitedway.org).

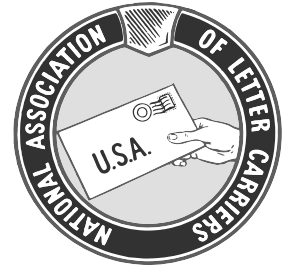
## NATIONAL RURAL LETTER CARRIERS’ ASSOCIATION

The National Rural Letter Carriers’ Association (NRLCA) is proud to be a national partner in the food drive.

The NRLCA will assist NALC and the drive’s other sponsors in promoting the collection of nonperishable food. Participation by rural letter carriers, which is on a voluntary basis, will provide an opportunity to collect and distribute donations in underserved areas of the country.

With millions of Americans out of work and facing food insecurity, it is more important than ever for all the letter carriers, city and rural, to continue an active partnership for this very worthy cause.

NRLCA Administrative Assistant to the President Scott Stice will serve as NRLCA contact at 703-797-8406 or [sstice@nrlca.org](mailto:ssstice@nrlca.org).



# Letter Carriers' Food Drive Volunteer Certificate

## Volunteer information

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone contact \_\_\_\_\_

Email address \_\_\_\_\_

Part of a group? (Name) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Volunteer activity

Date of activity \_\_\_\_\_

Location of activity \_\_\_\_\_  
\_\_\_\_\_

Brief description of activity \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Number of activity hours \_\_\_\_\_

## Volunteer activity verification

*To be completed by leader*

Name \_\_\_\_\_ NALC branch number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone contact \_\_\_\_\_ Email address \_\_\_\_\_

I attest that the volunteer listed above performed the listed volunteer activity.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Check out the NALC food drive at [nalc.org/food](http://nalc.org/food)







**Ayúdanos a cuidar  
a las familias de nuestra  
comunidad**



# **Campaña de alimentos de los carteros**

**Ponga su donación de alimentos que no se echan  
a perder en una bolsa al lado de tu buzón.  
La entregaremos a un banco de alimentos local.**

*National Partners*



THIS SPELLS  
HELP FOR LOTS OF  
FAMILIES THIS  
YEAR!



# LETTER CARRIERS' FOOD DRIVE

## SECOND SATURDAY IN MAY

PUT YOUR NON-PERISHABLE DONATION IN A BAG BY YOUR MAILBOX.  
WE'LL DELIVER IT TO A LOCAL FOOD BANK.

*National Partners*

