

# FINAL COUNTDOWN

## Food Drive preparations in home stretch

**W**ith only one month remaining before the NALC National Food Drive on May 8, more than 1,300 branches throughout the nation are making final preparations for what promises to be a landmark drive.

It has been 18 years since letter carriers began their coordinated effort to Stamp Out Hunger in 1993. This year, the drive is expected to surpass 1 billion pounds in total nonperishable donations since its inception, as letter carriers push to best last year's record 73.4

million-pound collection. Over the first 17 years, carriers have delivered more than 982 million pounds of food to hunger relief agencies in their communities.

NALC President Fred Rolando urged food drive branches to work closely with our postal partners—the National Rural Letter Carriers' Association, postal management and the thousands of other volunteer postal employees—between now and May 8 to make the drive a success.

"There are millions of families all across America that need our help this year," Rolando said. "Even though the economy is starting to turn up, the recovery has not done much for the record number of men, women and children who desperately need help putting food

on the table. I hope all active and retired members will make an extra effort in our drive this year to aid the

food banks, pantries and shelters in their communities."

With the help of two of our major national partners—Campbell Soup Company and Feeding America, the nation's food bank network—a wide array of promotional activities has been launched to ensure that as many Americans as possible know they should set out their donations the second Saturday in May.

Orders were flowing into NALC Headquarters at a face pace for upwards of 125 million postcard reminders, printed compliments of Campbell Soup and the U.S. Postal Service, that will be delivered to postal customers in early May, just a few days before the drive.

The postcards are being printed by Pictorial Offset, a union firm, in northern New Jersey, then packed and placed in the mail stream in northeastern Pennsylvania and New Jersey to designated branch locations from Guam to Alaska, and Maine to Florida and Puerto Rico.

Some 45 million special Valpak envelopes that feature the food drive on the cover will be delivered by carriers during April and early May, urging citizens to donate generously.

Impressive, full-page magazine promotions that feature television and film stars Courteney Cox and David Arquette will be appearing in major magazines and journals, supplementing the real-life couple's radio and television public service announcements asking Americans to leave nonperishable food by their mailboxes on May 8.

Support for the drive is building daily on Facebook and Twitter, with special areas available on both social communication networks to join in the "Stamp Out Hunger" effort. NALC members and other supportive citizens can also obtain up-to-date information by logging onto the special partners' website: [helpstampouthunger.com](http://helpstampouthunger.com).

**NATIONAL ASSOCIATION OF LETTER CARRIERS**  
**Stamp Out Hunger FOOD DRIVE**

**Saturday, May 8**

**YOU CAN HELP!**

**It's Easy:**

- Put some non-perishable food items in a bag and place it by your mailbox.
- Your letter carrier will pick it up and deliver to a local food bank or pantry!

**UNITED STATES POSTAL SERVICE**

**Campbell's**

The graphic shows a smiling postal carrier in a light blue uniform holding a white mailbox. In front of her are two large brown paper bags filled with various food items like soups, pasta, and canned goods. The background is a light blue gradient.

A new video on the food drive, which includes statements by NALC President Rolando and Vicki Escarra, president and CEO of Feeding America, has been sent to all branch coordinators for showing at branch meetings, workroom floor stand-ups, and at local government meetings and civic and union occasions.

Despite a series of delays caused by multiple East Coast storms and other logistical problems, special Priority Mail packets went out in early March to registered branch food drive coordinators.

Included in the packets were order forms for the free Campbell Soup/ U.S. Postal Service postcards, one for ordering English-language cards that will be delivered to most addresses in the nation, and another for ordering Spanish-language postcards that will

be used in Puerto Rico and in other areas with large Latino populations.

The packet also included a third form for ordering (at cost) the official full-color poster for the 2010 drive featuring a “Family Circus” cartoon by artists Bil and Jeff Keane, a revised coordinator’s manual, and promotional ideas branches can use to have a successful drive.

Again this year, Campbell Soup is teaming with NALC to honor the top branches in 10 membership categories. Each winning branch will receive a special plaque at the NALC Convention in Anaheim in August and Campbell Soup will donate 1,000 cans of its products to a food bank designated by each of the winners. ✉

Courtesy of Con & David Aquilino, Entertainment Council Member  
**FEEDING AMERICA**

**Over 49 Million Americans are at risk of hunger!**

**It's Easy to Help!**

- 1 Place non-perishable food products in a bag.
- 2 Leave at your mailbox on May 8th.
- 3 Your letter carrier will pick up and deliver to local food banks or pantries.

**Stamp Out Hunger FOOD DRIVE SATURDAY May 8th**

**PROUD SUPPORTERS:** FEEDING AMERICA, Priority Mail, Campbell's

HelpStampOutHunger.com



Photos by Cindy Kirby

# LEADERSHIP ACADEMY

The always-lively “Ask the President” session with NALC President Fred Rolando was just one highlight of the ninth Leadership Academy’s second week of classroom work at the National Labor College in suburban Washington. The president’s free-wheeling style provided the 30 students an effective example of one type of public speaking union leaders are often called to provide. Academy participants—two from each of the union’s 15 regions—also engaged in sessions on effective writing skills; the importance of branch newsletters and websites; carriers’ social activism via the national food drive, fund-raising for the Muscular Dystrophy Association, the Combined Federal Campaign and Carrier Alert; plus discussions about retirement, the Health Benefit Plan and the Contract Administration Unit. Students will work on projects with their mentors (current branch, state or regional leaders) before returning to Washington for one more week-long session of classroom work in June.