

# There's a role for everyone in our fight against hunger



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**W**ith 26 official years of our national food drive in the history books, it would be easy to rest on our laurels. But we are letter carriers, the eyes and ears of our communities, and as long as hunger remains in the neighborhoods we serve, we will continue to help those in need.

There is plenty of evidence of hard work and creativity by local food drive coordinators across the country. New community partnerships have been formed, providing funding for bags, postcards and other promotional materials. And, of course, many longtime local partnerships continue to thrive, bonds forged over years of dedication to our mission, summed up in the name “Stamp Out Hunger.”

We have added new partners at the national level as well. They bring great energy and fresh perspectives to our cause.

Together, brothers and sisters, we are an unparalleled force to fight hunger in America.

While this is a national food drive and we are rightly proud of the cumulative total of food we've collected over the years, for most of us it is much more. It's in the very personal results—a meal provided for a family in need in our own home town—that fuels the desire to keep on and do more.

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**“It is the drip, drip, drip repetition of these small yet powerful communications that will determine our success.”**

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With roughly a month to go until May 11, there are still many ways to make this the best food drive year ever. And as is true with every element of this effort, it all begins with *you*.

### Write a letter to the editor of your local paper

There are sample letters on the website to give you a good start. (You can find a link at [nalc.org/food](http://nalc.org/food).) Personalize it with details about your own town and the positive impact of our food collection for your local food shelves. This is a free form of public promotion and provides a great reminder of this simple way to help.

### Talk about the food drive at every opportunity

Talk to friends at church gatherings, or at your children's Boy/Girl Scout or sporting events and call your local radio

stations. Wherever people are gathered, there is an opportunity to build awareness. That's the genius of the food drive—its simplicity. These are effective, cost-free ways to get the word out.

### Put up posters, fliers and yard signs

Our [nalc.org](http://nalc.org) food drive page provides a full range of electronic food drive artwork for easy printing. Full-size Family Circus cartoon posters also are available, for a nominal cost. To order, simply use the order form on our food drive web page or call our Supply Department at 202-662-2873 to order by phone and to pay with debit or credit card.

Solicit local businesses, grocery stores, shopping malls and community organizations to post messages on their electronic bulletin boards.

It is the drip, drip, drip repetition of these small yet powerful communications that ultimately will be responsible for the bags of food left next to mailboxes on May 11.

### Use all available social media tools

There's no denying the enormous influence that Facebook, Twitter, Instagram and all forms of social media have on our daily lives. Help us to reach the public by posting messages and encouraging your followers to “Like” and “Share” information on the May 11 food drive. You can even create competition within your group of friends between their home cities and states. Start now and build momentum leading up to May 11 with daily messages.

Even if you don't use any of these platforms, your conversations at work, on your route and even at your dinner table are affected by their content. If you'd like to learn how to use these websites, why not ask your spouse, children or grandkids to show you?

### Reach out to your branch food drive coordinator

These dedicated volunteer coordinators have taken on many important and time-consuming responsibilities to organize the food drive activities in your branch. Offer to help. There always is an opportunity to contribute your special skills, especially in the areas of media, promotion and logistics. Your help is needed and will be greatly appreciated.

### There's a role for everyone

Many hands make light work, and in the case of our food drive, it also means we can feed more children, seniors and families. Go to the food drive page on [nalc.org](http://nalc.org) and find a way to make a difference.

Community service is something I enjoy. Giving back warms the heart. Brothers and sisters, remember: You never know when it may be you who needs help. Thank you in advance for all of your hard work!