

# Still time to register for the food drive

**A**s this issue of *The Postal Record* was going to press, the deadline of March 8 was fast approaching for branches to register for this year's annual Letter Carriers' "Stamp Out Hunger" Food Drive on Saturday, May 11. With the 2019 drive only about two months away, time is running out.

Branch presidents can register quickly and efficiently by using the "Members Only" portal at [nalc.org](http://nalc.org). Once they've logged into the portal, they can simply select the "Food Drive" button. Enter information into all of the fields, then select "Complete Registration." A notification will be provided to confirm registration.

Branch registration locks in a branch's order for food drive reminder postcards, so **it's important for branches to register as soon as possible to ensure proper allocation of postcards.**

Branches should also search for local sponsors of specially branded food drive bags. Such bags are a win-win, helping to significantly drive up totals of food collected and putting the sponsor's name right next to the familiar and trusted Stamp Out Hunger logo, creating a positive association for both the sponsor and the Postal Service in customers' minds.

Information about ordering bags can be found in the online food drive tool kit at [nalc.org/food](http://nalc.org/food). Additionally, contact information for regional and state food drive coordinators is posted in the tool kit. If a food drive coordinator encounters any problems working with local managers on food drive

logistics, the branch president or the regional food drive coordinator can lend a hand.

## Our partners

National partners on this year's food drive are the U.S. Postal Service, the United Food and Commercial Workers International Union (UFCW), the Na-

tional Rural Letter Carriers' Association, the AFL-CIO, United Way Worldwide, the direct-mail marketing companies Valassis and Valpak and, new this year, the Kellogg Co.

Thanks to NALC's partnerships with UFCW and with Valpak—the company behind those familiar coupon-stuffed blue envelopes—every

postal customer will receive a reminder postcard in the mail a few days before May 11.

## Why we do what we do

Tens of millions of Americans, including many elderly, military veterans and children, are uncertain where their next meal will come from. Many turn to local food pantries to help. But that can be problematic in summer, when holiday donations have largely been depleted and school meal programs typically are not available.

That's why pantries—and the hungry—look to letter carriers to deliver.

The annual letter carrier food drive, held the second Saturday in May, helps refurbish community pantries, shelters and churches nationwide from late spring on.

"Letter carriers know the great need in communities throughout the country," NALC President Fredric Rolando said. "Our food drive can make the dif-

ference between someone going hungry and someone being nourished."

Last year, active and retired letter carriers, with help from thousands of volunteers as well as NALC's partners, collected 71.6 million pounds of food, bringing the 26-year grand total to more than 1.67 billion pounds.

## Food drive art unveiled

Thanks to a close relationship between cartoonist Bil Keane and his letter carrier, Keane's popular "Family Circus" comic strip had been associated with the Stamp Out Hunger food drive since it began in 1992.

Following Bil's death in 2011, his son Jeff has followed in his father's footsteps, creating and donating special artwork to help spread the word about the annual event. This year's drawing will no doubt find its way onto any number of promotional items such as posters, T-shirts and yard signs, not to mention paper and plastic food drive bags.

The cartoon and more promotional artwork are available as part of the food drive tool kit. Remember, the "Family Circus" cartoon was a gift from Jeff Keane and can be used to publicize the food drive; no permission is needed.

## Merchandise available

You can find a one-stop online shop for wearable and promotional food drive-related items at [stampout-hungerstore.com](http://stampout-hungerstore.com). Branches or individuals can easily order union-made T-shirts, hats, yard signs, buttons and more to help promote the drive.

You can like and share the latest news and updates about the food drive on Facebook at [facebook.com/StampOutHunger](http://facebook.com/StampOutHunger) and on Twitter at [@StampOutHunger](https://twitter.com/StampOutHunger). **PR**

