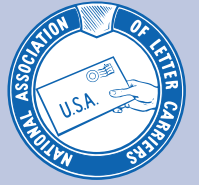


# COORDINATORS MANUAL



NATIONAL ASSOCIATION  
OF LETTER CARRIERS

# Stamp Out Hunger

**FOOD DRIVE**

TM

## Second Saturday in May

# CONTENTS

Hunger in America .....	1
History of the <i>Stamp Out Hunger</i> ® Food Drive .....	2
Timelines and Guidelines .....	3-4
Understanding Registration, Postcards, Bags and Partnership Materials .....	5-6
Securing Local Support .....	7-9
Certificate of Appreciation .....	9
USPS and NALC Mutual Support Letter.....	10
Tips/Talking Points for Sponsor Solicitation Meeting.....	11
Sample Proclamation.....	12
Media Relations for Advertising the Food Drive .....	13-14
Thank You Note .....	14
Sample Letter to Your Local News Media .....	15
USPS Action Plan .....	16
Volunteer Certificate .....	17
<i>Stamp Out Hunger</i> Brochure .....	18
Contact Information for UFCW, AFL-CIO, United Way, and NRLCA .....	19
Sample Poster Spanish .....	20
Sample Poster English .....	21

## **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 are our customers, our neighbors, our families. They include children and seniors that we see along our routes each day. Sadly, 13.5 percent of U.S. households are food insecure at least some time during the year.

With over 30 years of letter carriers' commitment to the national food drive and over 1.9 billion pounds of food collected, our communities are still in need across the country. Ending hunger is a challenge letter carriers' and their communities have taken on.

### **Food Insecurity**

The USDA defines food insecurity as a lack of consistent access to enough food for every person in a household to live an active, healthy life.

### **Approximately 14 Million Children are Food Insecure**

Food insecurity in children can lead to physical and mental health issues.

### **1 in 14 Seniors Face Hunger**

Seniors aged 60+ who face hunger may be put at risk for chronic health conditions.

### **For more statistics on food insecurity visit:**

<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**

Letter 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. In 2022, we celebrated the return of the in-person food drive which was our 30th annual Letter Carriers' *Stamp Out Hunger*® food drive. Our branches have collected a total of approximately 1.9 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 Carriers' *Stamp Out Hunger*® food drive enjoys partnerships with many groups, rotary and lions clubs, grocers, youth groups, and those who work to provide help and hope to those in need.

We look forward to another awesome year, as we continue our fight to...

# ***STAMP OUT HUNGER!***

# Monthly Timeline Checklist

Local food drive coordinators may find this timeline/checklist helpful. 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

### **Registration**

- Branch registration opens December 16, 2024! Branch presidents should visit the "MEMBERS ONLY" portal on the NALC website to complete registration or designate a local coordinator to complete the branch registration.

## JANUARY

### **Branch Coordination**

- Meet with the branch president to discuss food drive processes: available funding, community support, volunteers, volunteers 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, how the food will be weighed, etc.
- Discuss the use of and/or cost of 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**

- Rural registration can be completed by contacting the State Coordinator. An updated contact list can be found on the NALC website.
- 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 Volunteers**

- Discuss food drive needs, pages, and processes.
- Discuss NALC food drive merchandise orders.

**DEADLINE** - Food drive branch registration **due** to guarantee postcard delivery! (Deadline listed on the next page).

- Order community involvement materials.

### **Branch Coordination**

- Distribute information on NALC food drive merchandise orders; specifically t-shirts.
- Discuss food and drinks for volunteers and employees.

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

## **APRIL**

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

- 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**

- Distribute t-shirts, buttons, caps, bumper stickers, yard signs and wire stakes, etc.

**DEADLINE** – Payment for poster orders must be **received** at NALC Headquarters (check the *Stamp Out Hunger* page on the NALC website for deadline).

**DEADLINE** – NALC food drive merchandise orders **due** (check the *Stamp Out Hunger* page on the NALC website for deadline(s)).

### **Office Coordinator Preparation**

- Verify receipt and distribution of postcards, bags, t-shirts, and/or yard signs to carriers for advertisement in stores, businesses, apartments, 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 stand-ups 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.
- 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.

## **MAY**

### **Final Stand-Up 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 carriers 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.
- Provide total pounds of food collected from food banks/pantries and submit via the "MEMBERS ONLY" portal (check the *Stamp Out Hunger* page on the NALC website for criteria and deadlines).

## **JUNE**

- Thank all participants who helped in any manner.
- Process food drive volunteer certificates.

### **DEADLINE – Official Final Results Must Be Provided No Later Than JUNE 6th!**

(Check the *Stamp Out Hunger page* on the NALC website for criteria)

### **Post Event Meetings**

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

## Understanding Registration, Postcards, Bags and Partnership Materials

**Registration:** Registration will be completed by either the designated local food drive coordinator or branch president. Presidents or food drive coordinators will register their branch by visiting: [www.nalc.org](http://www.nalc.org), logging into their "Members Only" portal, and clicking the *Stamp Out Hunger* icon.

**If your Branch President is not registered as the president, contact NALC's Membership Department at (202) 662-2836 to update this information.**

**Postcards:** Postcards are paid for by our national sponsor. All branches must **REGISTER** by the **March 21st** deadline to guarantee postcard delivery. The postcards will be shipped to the Post Office address provided during registration. 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 destination address is 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.

**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:

**Aurora Plastics (plastic)**  
 Minimum Order - 10,000 (.05 cents)  
 Contact: Brad Ford  
[brad@auroraplasticbags.com](mailto:brad@auroraplasticbags.com)  
[www.auroraplasticbags.com](http://www.auroraplasticbags.com)  
 Ph: (425) 776-3118

**Bags by CMG (plastic)**  
 Minimum Order - 5,000 National (.04 cents)  
 Minimum Order - 10,000 Custom (.04 cents)  
 Contact: Sean Cherry  
[Sean@BAGSbyCMG.com](mailto:Sean@BAGSbyCMG.com)  
 Ph: (970) 980-4995

**iPaper - Kraft Paper Bags**  
 Minimum Order - 57,600 (.10 cents)  
 Contact: Caty McCoy  
[Caty.McCoy@ipaper.com](mailto:Caty.McCoy@ipaper.com)  
 Ph: (704) 451-5658

**Ross and Wallace (paper)**  
 Minimum Order - 48,000 (.0748 cents)  
 Contact: Tara Lynn  
[Tara.lynn@rossandwallace.com](mailto:Tara.lynn@rossandwallace.com)  
 Ph: (800) 854-2300

Bags have a powerful effect of doubling and potentially tripling the amount of food that is collected! Think about how many 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, food banks/pantries, UFCW, United Way, AFL-CIO, etc.

Bags from the Vendors above have a section which can be customized. If you use a local vendor the letter carrier *Stamp Out Hunger*® food drive artwork with the National Partners listed, 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 or State Food Drive Coordinator.

**More information on registration, postcards, bags and partnership materials can be found on-line at [nalc.org/food](http://nalc.org/food) or by contacting your Regional or State 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. Local management support is a reinforcement of the commitment promised at the highest level of the USPS.

**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. Your food drive coordinator and/or branch president can view and print all items dealing with the food drive. These items are available at: [www.nalc.org/community-service/food-drive](http://www.nalc.org/community-service/food-drive). You can also invite local food bank/pantry representatives 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 hang 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 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 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 donors 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 volunteers.
- A local submarine shop donated foot long subs to feed the carriers and volunteers.

**Volunteer support** is very important on food drive day. The assistance offered relieves added time pressures and physical stress that can take place on food drive day. Also, volunteer support can be beneficial prior to and after the food drive. 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 provided 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*<sup>®</sup> 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 NALC  
“Stamp Out Hunger” Food Drive.**



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 Carriers' *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 Carriers' *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 no later than \_\_\_\_\_.

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.

\_\_\_\_\_  
(Signed By) NALC

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signed By) USPS

\_\_\_\_\_  
(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?” (*Provide brochure.*)
- “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 “National Association of Letter Carriers (NALC)” with your contact information on the front, perhaps along with some artwork or last year’s food drive postcard. Point them to the NALC food drive web page: [www.nalc.org/food](http://www.nalc.org/food). Provide the contact information for your food bank(s) 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 National Association of 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, held in 1991, more than 1.9 billion pounds of food has 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 33 years that the National Association of Letter Carriers' Food Drive celebrates in 2025.

**NOW, THEREFORE, WE, the City Council of \_\_\_\_\_,** by the authority vested in us, do hereby proclaim this the \_\_\_\_ day of \_\_\_\_ 2025, as “**LETTER CARRIERS’ FOOD DRIVE DAY**” in the City of \_\_\_\_\_, 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 of \_\_\_\_\_, and County of \_\_\_\_\_, to be affixed this the \_\_\_\_ day of \_\_\_\_\_ 2025.**

\_\_\_\_\_  
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.

TV or radio interviews help promote the NALC food drive. The NALC produced Public Service Announcements (PSAs), which can be used for TV or radio. They are available at: <https://www.nalc.org/community-service/food-drive/food-drive-toolkit/videos-audio-public-service-announcements>. Consider producing your own PSA with local talent at an event in your community.

Letter Carriers can also write a letter to the editor and send to a local news media. 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 electing 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.
- X formally known as Twitter – Follow the food drive on X at <http://www.twitter.com/StampOutHunger>. Use the official hashtag, #StampOutHunger, to post and share.
- Website – Direct customers, sponsors, etc. to [www.nalc.org/food](http://www.nalc.org/food). The site will help explain how the Letter Carrier Food Drive works, who we help, who our national partners are, Tool Kit information, etc.
- Email – Feel free to e-mail any pictures of food drive events to [communityserviceshq@nalc.org](mailto:communityserviceshq@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 stand-ups 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)
- Valpak [www.valpak.com](http://www.valpak.com)
- RRD [www.rrd.com](http://www.rrd.com)
- Boy Scouts of America [www.scouting.org](http://www.scouting.org)
- Girl Scouts of America [www.girlscouts.org](http://www.girlscouts.org)
- Rotary International [www.rotary.org](http://www.rotary.org)
- Find local food pantries [www.foodpantries.org](http://www.foodpantries.org)



**Advertising** 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.

T-Shirts, buttons, and hats are a visual advertisement that most places allow carriers and other postal employees to wear the weeks leading up to food drive day. 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!

NATIONAL ASSOCIATION OF LETTER CARRIERS  
U.S.A.  
UNITED STATES POSTAL SERVICE  
SERVICE WITH A SMILE  
NATIONAL RURAL LETTER CARRIERS ASSOCIATION  
1903  
UFCW  
a VOICE for working America  
United Way  
AFL-CIO  
AMERICA'S UNIONS  
valpak  
CVS Health  
rrd  
LOCAL FOOD PANTRIES

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

© 2013



## Sample Letter to Local News Media

Dear Editor:

Saturday, May \_\_\_\_ marks the \_\_\_\_ anniversary of one of America's great days of giving - the National Association of Letter Carriers' *Stamp Out Hunger*® Food Drive.

Letter carriers travel through the communities daily, often coming face to face with a sad reality for too many, hunger.

Each year on the second Saturday in May, letter carriers across the county 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 30-year history, the drive has collected well over 1.9 billion pounds of food, thanks to a postal service universal delivery network that spans the entire nation, including Puerto Rico, Guam and the U.S. Virgin Islands.

The need for food donations is great. Currently, more than 44 million Americans are unsure where their next meal will come from. More than 14 million are children who feel hunger's impact on their overall health and ability to perform in school. Nearly 5.5 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 non-perishable food donations in a bag by your mailbox Saturday, May \_\_\_\_, 20\_\_\_\_ and your letter carrier will do the rest. With your help, letter carriers and the US Postal Service have collected over 1.9 billion pounds of food in the United States over the 30 years as a national food drive. Please help us in our fight to *Stamp Out Hunger*.

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

# 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 carriers' 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 food drive day.

**Communicate:** Managers and NALC food drive representatives will make all employees aware of the food drive and ask that they 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 food drive day 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. Leisha can be contacted via phone at (202) 268-2191 or by email at [leisha.i.palmore-drummond@usps.gov](mailto:leisha.i.palmore-drummond@usps.gov)**



# 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)

# Hunger exists in every community in the nation

Individuals served by the Feeding America® network of food banks report prevalence of food insecurity



**100%** of counties and congressional districts are home to people facing hunger



**1 in 8** children across the U.S. may experience food insecurity



**1 in 3** people facing hunger are unlikely to qualify for food assistance



**1 in 14** seniors (age 60 or older) & **1 in 11** adults (age 50 to 59) are food insecure

Feeding America, *Map the Meal Gap 2023*, National Report. May 2023.

# Together, we can deliver hope for those in need



To join us, please contact your local letter carrier representative or email:

communityserviceshq@nalc.org  
and follow us at  
[www.facebook.com/StampOutHunger](https://www.facebook.com/StampOutHunger)  
or  
[Twittersign@StampOutHunger](https://twitter.com/StampOutHunger)



**National Association of Letter Carriers**  
100 Indiana Avenue NW  
Washington, DC 20001-2144

[www.nalc.org/food](http://www.nalc.org/food)  
[www.facebook.com/StampOutHunger](https://www.facebook.com/StampOutHunger)

© 2023 NALC 13

# Please help your letter carrier Stamp Out Hunger in your community



## 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 1.2 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 Director, Department of Labor Engagement contacts are Erkeisha Terry or Kelly Temple. Erkeisha can be reached at 313-330-6465 or [Erkeisha.Terry@uww.unitedway.org](mailto:Erkeisha.Terry@uww.unitedway.org). Kelly can be reached at 404-901-3736 or [Kelly.Temple@uww.unitedway.org](mailto:Kelly.Temple@uww.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 Vice President Patrick Pitts will serve as NRLCA contact at 703-684-5545 or [ppitts@nrlca.org](mailto:ppitts@nrlca.org).



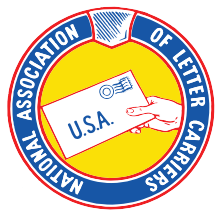
**Ayúdanos a cuidar  
a las familias de nuestra  
comunidad**



# 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*

