

*Join us in celebrating,
"16 years of neighbors helping neighbors."*



**Official
Collection Kit**



Dear: Community Partner

107.1 Frank-FM, Froggy 100.9 and 105.7 The Beat are proud to present our 16th Annual Stuff-A-Truck Food & Funds Drive in conjunction with The Central Vermont Salvation Army, Midstate Dodge, Chrysler, Jeep, Ram & Hyundai, Local 22 / Local 44-TV and Bellavance Trucking.

Stuff-A-Truck returns with the "The Get Off Your Can Tour" beginning on Monday, November 6th. The tour canvasses Central Vermont grocery stores with a live broadcast from a different community each day through Saturday, November 11th. All of the food and funds collected benefit the Central Vermont Salvation Army Emergency Food Shelf. The food and funds collected are stored at the Campbell Armory in Berlin and then shipped to Our Stuff-A-Truck compound, at Midstate Dodge, Chrysler, Jeep, Ram & Hyundai, on the Barre-Montpelier Road, first thing on Thursday morning November 16th. We at that time begin an around the clock three day broadcast in an attempt to stuff a 54-foot long Bellavance tractor trailer. The event will run through 3:30pm on Saturday, November 18th.

This year if you are planning on visiting Stuff-A-Truck with a donation on the behalf of your company and fine associates; we would like to co-ordinate the day and time of your visit. This allows us to organize media coverage, photos, interviews and staffing to process the donation into the trailer. Please e-mail me at tjmichaels@greateasternradio.com to let me know what day and time is convenient for you.

FYI- IN 15 YEARS: 227 Tons of Food and \$166,000 has been raised!

Last year, this event raised more than 26.7 tons of food and \$16,000 in monetary donations. (A NEW RECORD!) Even though we raised more food and funds than normal, this incredible feat of community support normally has supported the Salvation Army Emergency Food Shelf for the entire year. However, due to rising unemployment and tougher economic conditions, the Salvation Army is helping to feed more and more Vermont Families. The Food raised last year supported the emergency food shelf through the month of September. Tougher times mean more need, families seeking food assistance locally is up 115%. Lieutenants Christopher and DeAnna Street, at the Barre Corps, say they are serving families where both parents are working and still are having difficulties making ends meet. The Salvation Army is an organization that reaches 10,000 Central Vermonter. We'd like to help the Salvation Army make it through 2017 without an interruption of services but your involvement is crucial to that goal!

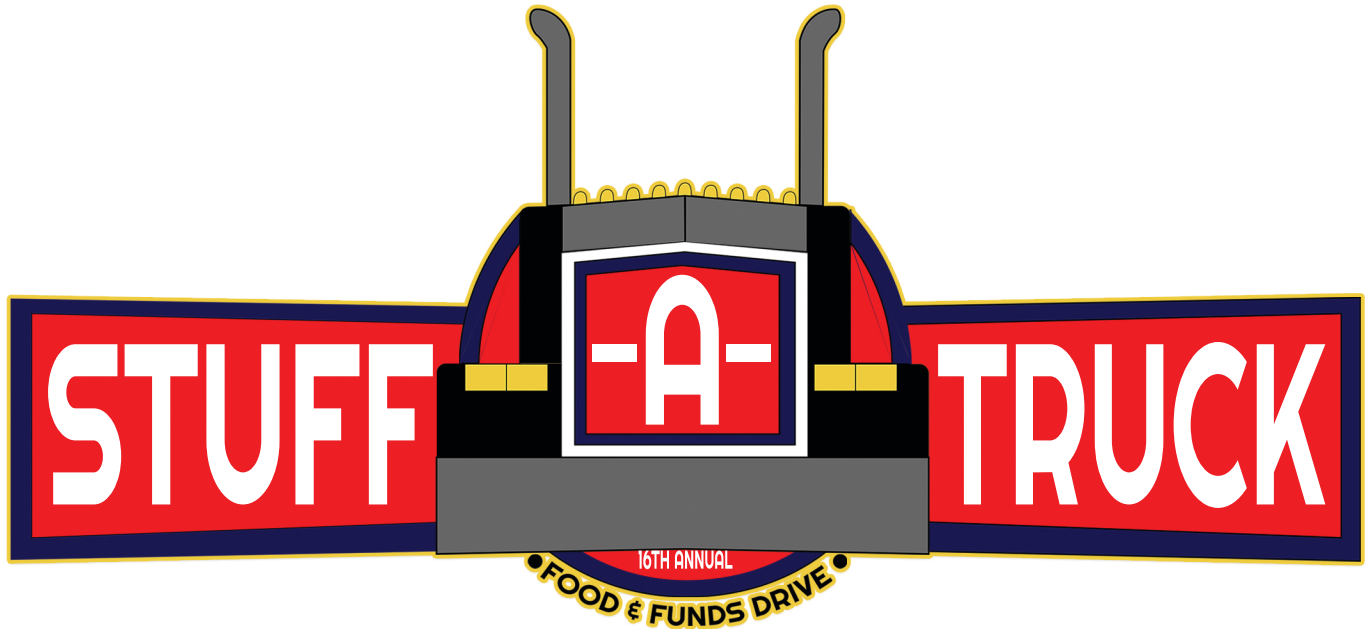
Stuff-A-Truck is all about "Neighbors Helping Neighbors!" All the food and money raised funds the Central Vermont Salvation Army Emergency Food Shelf. This food is delivered to shut-ins, families in financial hardship, families that have had a serious health emergency or death. It is used for our first responders when handling an all-day emergency and at the Salvation Army Soup Kitchen which provides a hot meal to those who need it three times a week.

In these economic times, with our Central Vermont neighbors facing a long cold winter, your help is needed now more than ever! The foodstuffs and money raised through our Stuff-A-Truck Campaign stays right here in Central Vermont! If you have any suggestions or questions regarding our 16th Anniversary of Stuff-A-Truck, please feel free to give me a call at 802-476-4168 or e-mail me at tjmichaels@greateasternradio.com Remember, "Need Knows No Season" and "Sharing is Caring!"

Happy Holidays and Best Wishes,

Tj Michaels & Randy Lee
107.1 Frank-FM | Froggy 100.9 | 105.7 The Beat

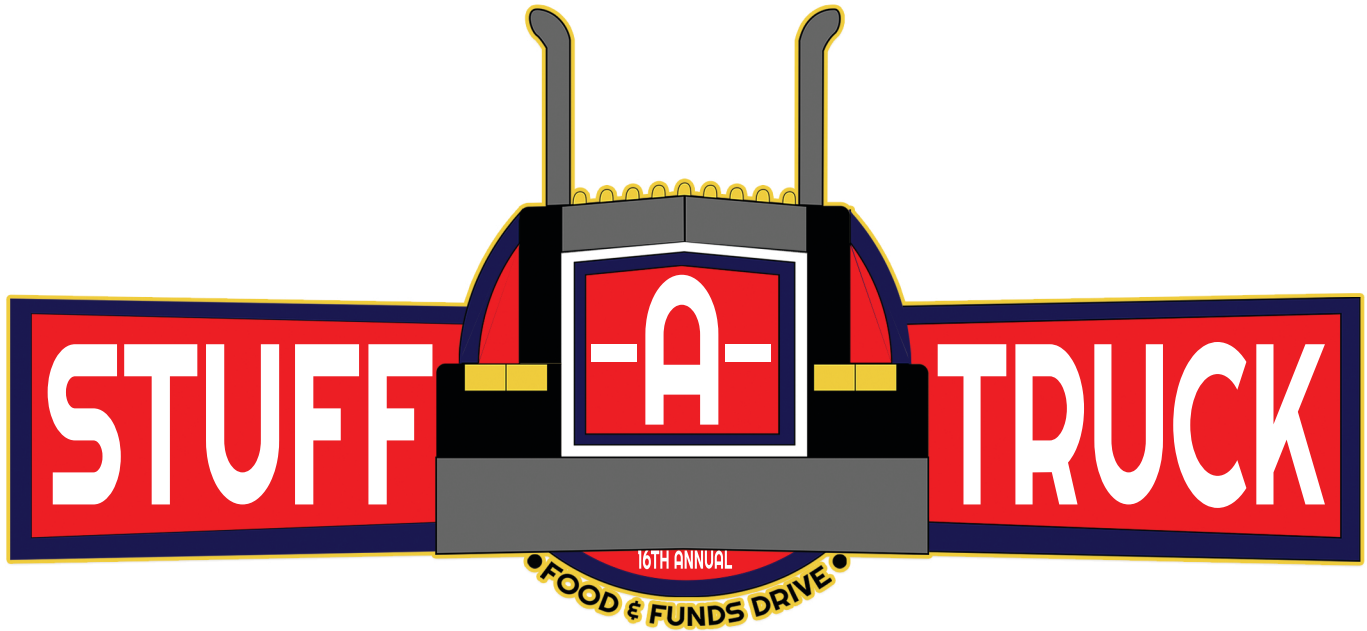




OFFICIAL DONATION LOCATION

CANNED & MONETARY DONATIONS ACCEPTED HERE





OFFICIAL DONATION LOCATION

DROP-OFF AT: _____
CANNED & MONETARY DONATIONS ACCEPTED HERE



HELP TJ MICHAELS & RANDY LEE STUFF THE TRUCK!



NOVEMBER 16, 17 & 18

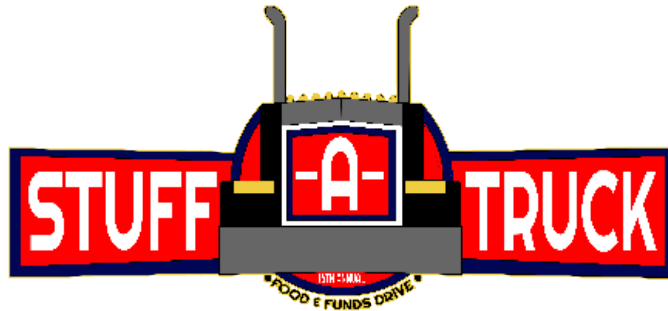
AT MIDSTATE DODGE CHRYSLER JEEP & RAM ON THE BARRE-MONTPELIER ROAD!



TJ MICHAELS & RANDY LEE, NEED YOUR HELP TO STUFF THE TRUCK
WITH CANNED / NON-PERISHABLE FOODS & MONETARY DONATIONS! ALL FOR LESS
FORTUNATE CENTRAL VERMONT FAMILIES!

“DOING THE MOST GOOD” THIS HOLIDAY SEASON!





MAKING YOUR STUFF-A-TRUCK FOOD DRIVE COUNT!

OBTAIN SUPPORT & INPUT

- Obtain the endorsement of your organization's top management.
- Invite co-workers or group members to a planning meeting.

CREATIVE IDEAS TO BUILD AWARENESS

- Choose a catchy name or theme for your food drive.
- Distribute posters, flyers or send an e-mail outlining the need and ways of participating. Include the list of most needed items
- Businesses can use payroll stuffers to ask employees to make cash donations. Every dollar donated to the Emergency Food Shelf provides 3 meals.
- Submit an announcement of the food drive to your local newspaper or your organization's newsletter.
- Social Media, Social Media, Social Media! Post pics and updates of your progress...It encourages your drive and other organizations to start one.

CREATIVE IDEAS TO CREATE ENTHUSIASM

- Set a goal for how much food and how many dollars you want to collect, track the progress, and announce final results.
- Create a display board to show hunger statistics, track progress, etc.
- Create challenges between departments, classes, etc. For instance, a winning department could get a free pizza party.

- Offer incentives such as gift certificates, casual dress days or a special parking spot for the top contributor.
- Schedule a fun kick-off event to create interest in the food drive. For example, hold an office party in which admission is a food or cash donation to the drive.

- Hold a raffle in which a food or cash donation to the drive buys a raffle ticket. Give away some creative incentive.

- Again...Social Media, Social Media, Social Media!

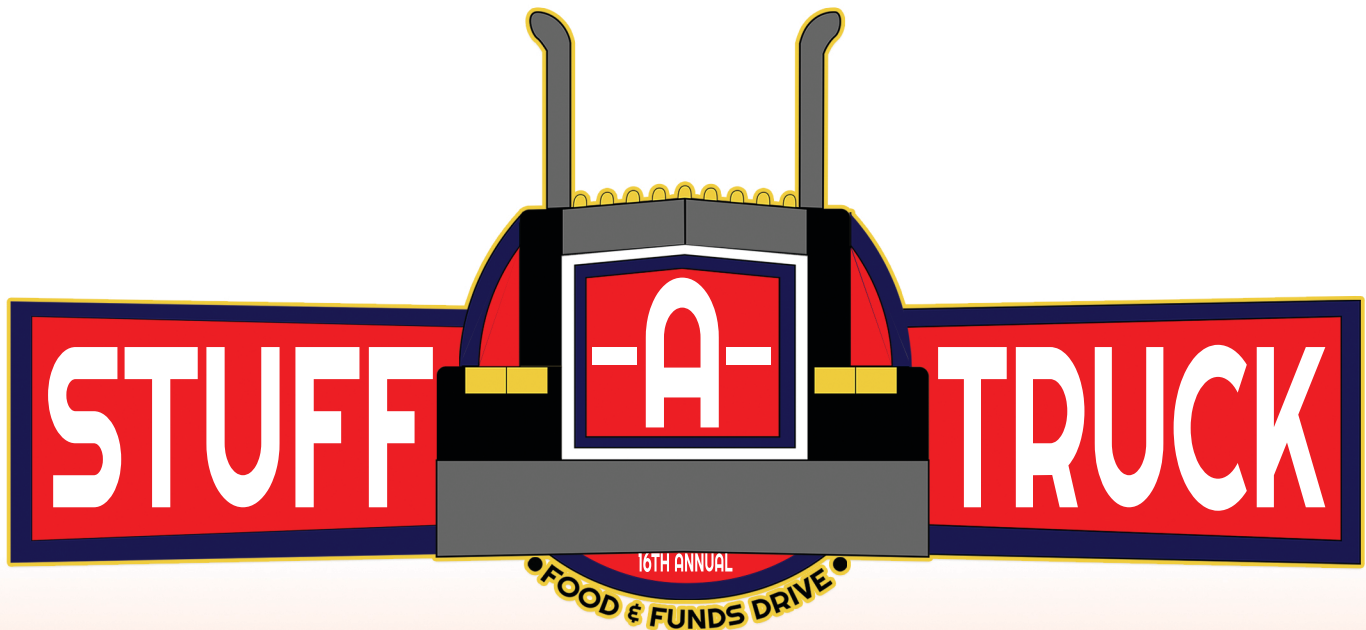
OTHER FOOD DRIVE IDEAS

- Have food assigned to a specific day: macaroni Monday, Tuna Tuesday. Let co-workers know a day or two ahead of time.
- Pick one food item and collect, collect, collect- Example: Peanut Butter, soups and canned Fruit.
- Take pictures of people putting food in bins. Post them in your department with a reminder to bring food.
- Do lunch time/lunch room games. Build a canned castle, a cereal maze, etc. from food collected by employees.
- A tisket, a tasket. Everyone brings a food item to work and drops it off at the door of a co-worker with a note, "this is my food drive donation in honor of you". The worker puts the donation in the bin and posts the note on the bulletin board. See how filled up the board gets.
- Guess what's in the food box contest-a box of groceries in placed in a convenient location. Folks are able to guess what's in the box. Whoever guesses the most items wins. Give a goofy trinket for a prize like a kazoo or party store item.
- Have an ethnic day. Italian day. Mexican day. Asian day. Everyone brings food common to that culture.





THANK YOU FOR YOUR CONTINUED SUPPORT!



**IN THE LAST 15 YEARS,
227 TONS OF FOOD COLLECTED AND
\$166,000 RAISED IN PART BY YOU...
ALL IN AN EFFORT TO AID LESS
FORTUNATE FAMILIES IN
OUR OWN BACKYARD.
ALL DONATIONS STAY LOCAL.**

