

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



**Official  
Collection Kit**



September 25, 2017

Dear: School Administrator

107.1 Frank-FM, Froggy 100.9 and 105.7 The Beat are proud to present our 16th Annual Stuff-A-Truck Food and 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 moves to Midstate Hyundai on the Barre-Montpelier Road on Thursday, November 16th and will run through 3:30pm on Saturday, November 18th.

Our Stuff- A -Truck event is the largest Salvation Army food drive in New England and with your continued support, this year we celebrate 16 Years of "Neighbors Helping Neighbors" and 15 years of "Doing The Most Good" for the Salvation Army Emergency Food Shelf and less fortunate Central Vermont families. I cannot put into words how much local generosity has meant to us at Stuff-A-Truck over the past 15 years. We are hoping that you will make the commitment to help needy and less fortunate families this Holiday Season with a school run food drive of canned or non-perishable food and or funds. It's a great way to teach kids about charitable giving, goal setting and we make it easy by providing you with signage and will pick up any donation that grows too large for you to handle with the citizen soldiers of the Vermont Army National Guard. This year we offer a prize for the class that raises the most with "The Kids for Cans Challenge"

If you are interested in participating with your school please send me an e-mail at the address below.

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 Vermonters. 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.

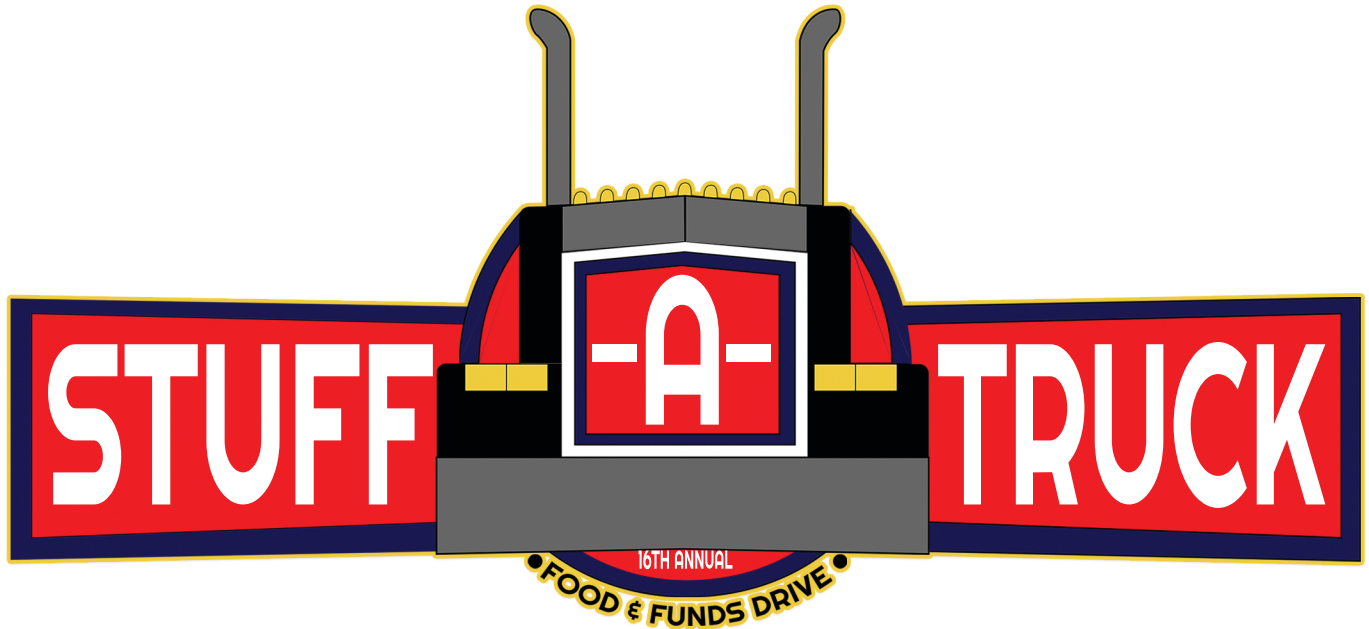
In these economic times, with our Central Vermont neighbors facing a long cold winter, your help is needed now more than ever! The foodstuffs and monetary donations raised through our Stuff-A-Truck Campaign stays right here in Central Vermont!

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

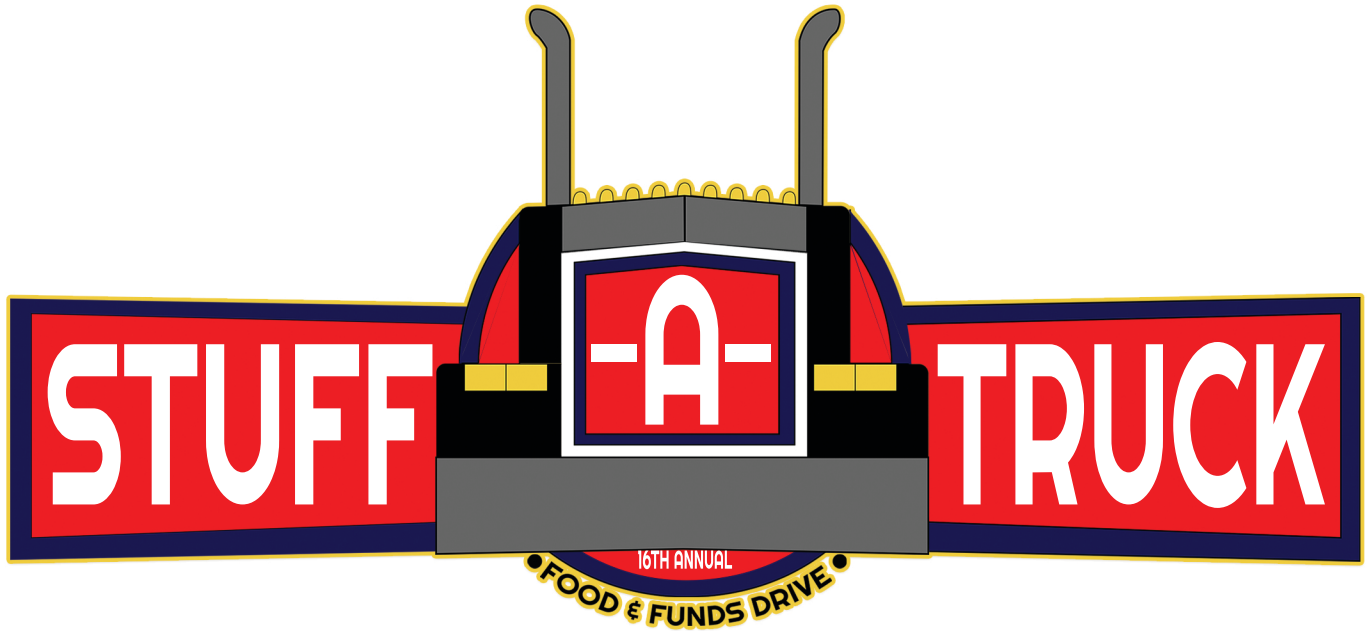




# OFFICIAL DONATION LOCATION

## 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!**





**KIDS 4 CANS  
CHALLENGE**



**WIN A PIZZA PARTY FOR YOUR CLASS WITH FRANK-FM'S  
CLASSIC HITS K-9, ZEPPELIN, AND FROGGY 100.9'S  
MR. FROGGY!!**

**WANT TO GET STARTED?  
GET YOUR COLLECTION KIT NOW!**

**JUST SEND US AN E-MAIL REQUESTING A COLLECTION KIT TO:  
TJMICHAELS@GREATEASTERNRADIO.COM**

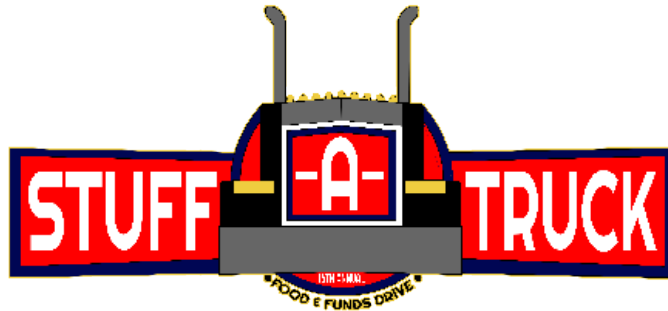
**THEN, TAKE IT TO SCHOOL AND ASK YOUR TEACHER OR PRINCIPAL  
IF YOU CAN PARTICIPATE!**

**RAISE THE MOST CANNED FOOD OR  
NON-PERISHABLE ITEMS AND WIN!**

***START YOUR CANNED FOOD DRIVE NOW!***

FOR MORE INFORMATION: CALL TJ MICHAELS AT 802-476-4168 OR EMAIL  
TJMICHAELS@GREATEASTERNRADIO.COM. ALL DONATIONS BENEFIT THE  
CVSA EMERGENCY FOOD SHELF!





## 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

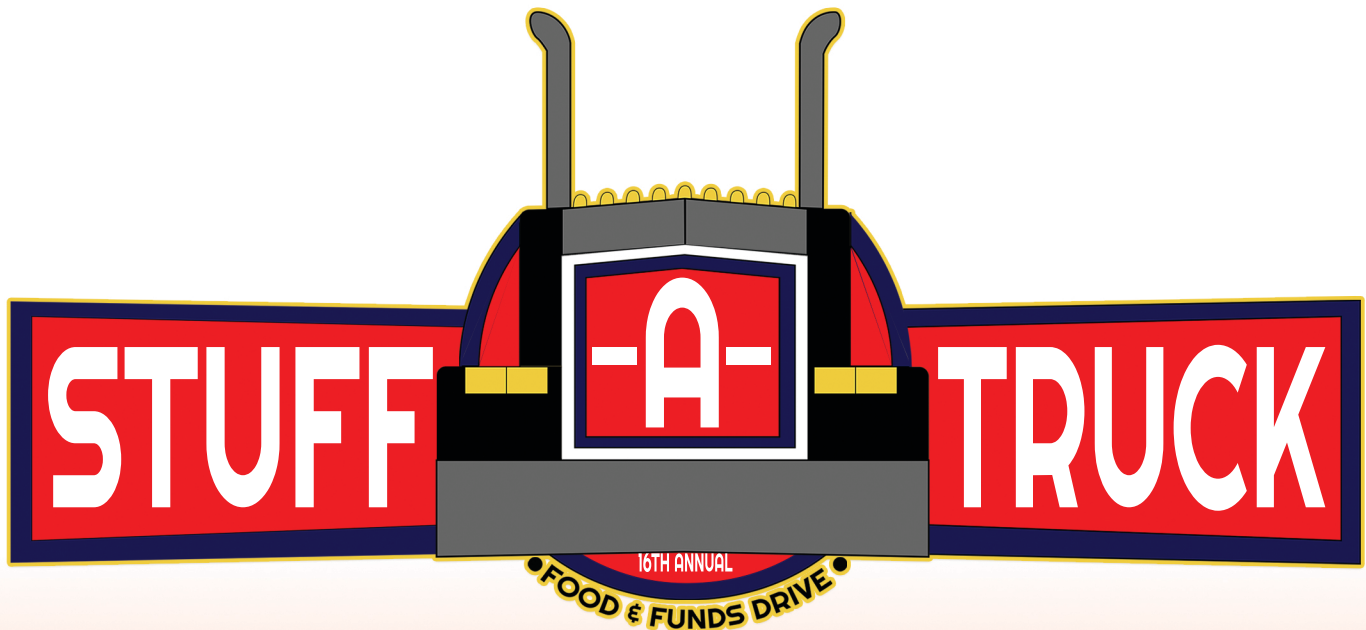
- Have food assigned to a specific day: macaroni Monday, Tuna Tuesday. Let co-workers know a day or two ahead of time.
- Pick one food item and collect, collect, collect- Example: Peanut Butter, soups and canned Fruit.
- Take pictures of people putting food in bins. Post them in your department with 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.

