



2021

**SUMMER CEREAL DRIVE
TEAM CAPTAIN PLAYBOOK**



THV11 and Arkansas Foodbank are excited to have you as a Team Captain for the 21st Anniversary Summer Cereal Drive (SCD)! The 2021 Summer Cereal Drive Team Captain Playbook is your guide to ensure your team's success during one of Arkansas' largest and best-known food drives and fundraisers. Whether your team has been part of the SCD since 2000, or this is your first year to join the challenge, thanks for joining the fight against hunger!

You are encouraged to use this booklet as a first-line resource to help you:

- Organize your team
- Set up your team fundraising page
- Think outside of the box for innovative ways to raise and gain support while continuing to social distance and follow the latest guidelines from the CDC and state and local governments
- Keep track of important dates

This year, we've included some special elements to the drive. Please review the **playbook** carefully to ensure your team's understanding of these items, which include:

- Accounting & processes
- Online Team Registration and Secure Donation Webpage
- Special Events and Community Site Visits which are designed with everyone's health and safety in mind

Again, it is a privilege to have you join this year's event, and hope that you enjoy this fun and exciting competition that makes such a tremendous difference in our community. Welcome to the 21st Annual THV11 Summer Cereal Drive!

Sincerely,

Your Friends at Arkansas Foodbank

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TEAM CAPTAIN PLAYBOOK

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THE ARKANSAS FOODBANK IS THE
FOUNDATION IN THE FIGHT AGAINST HUNGER.
WE FIND PATHWAYS TO CONNECT PEOPLE,
RESOURCES AND FOOD TO REACH THOSE IN
NEED, PROVIDING DIGNITY, HOPE, AND A
BRIGHTER FUTURE FOR ALL ARKANSANS.



ARKANSAS
**FOOD
BANK**

Team Captain Action Plan

As the team captain, you are the liaison between Arkansas Foodbank and individual team members. This is a compilation of the tasks delegated to you. Some tasks are required, while others are best practices you are encouraged to include in your plan for this year.

- ❑ **REGISTER YOUR TEAM.** Register your team online at <https://bit.ly/2MQ5cck>. It's important to register ASAP so you don't miss out on important updates!
- ❑ **SET A GOAL.** As with everything else, knowing where you want to go makes it easier to get there. Establish a goal, then break that down by week (some teams even have daily goals). This tactic makes it easy to keep track of your progress. Team members are more likely to contribute when they see their gift will be the difference in realizing the goal or coming up short.
- ❑ **CUSTOMIZE YOUR FUNDRAISER WEBPAGE.** Food banks nationwide are shifting from collecting food to collecting funds from donors that are willing to give monetarily. While we gladly accept healthy cereal, we emphasize the greater efficiency and flexibility afforded by collecting funds. The Foodbank's purchasing power is exponentially greater than an individual's. In other words, our \$1 goes much further, allowing us to acquire and distribute considerably more product than when donors purchase their donation at retail stores.
- ❑ **SET UP A DONATION STATION.** Find a high-traffic area and mark off some space where coworkers can leave their cereal boxes or non-perishable breakfast items. Using your goal, estimate the space those boxes would occupy. Use tape or signs to map out the space you need to fill to achieve your goal for a powerful visual that should encourage people to give. Create intrigue and jump-start the momentum by staging a few cereal boxes during set up.
- ❑ **PROMOTE YOUR FUNDRAISER.** Start by making sure everyone in your organization knows what the SCD is, how and when they can donate and the impact their gift makes. Emailing your entire organization has proven to be the best way to get everyone involved. Include food drop-off information and provide a link to your custom fundraising webpage for employees to easily give at their convenience. Social media can also be a powerful fundraising tool. We recommend using your team's custom URL in lieu of individual fundraisers (i.e. Facebook Fundraiser, GoFundMe) to ensure correct accounting and avoid additional processing fees. Copy and paste the dynamic URL into any social media post for a safe, convenient way to share your fundraiser to your friends, family, and co-workers online.

- ❑ **ATTEND EVENTS.** Join THV11 and the Arkansas Foodbank team at special events in June and July to immerse your team in all things Summer Cereal Drive. Each event is designed for you to safely join other teams and celebrate your team's achievements. See page 9 for important dates, or visit the [Summer Cereal Drive page](#) for up-to-date information. Add each event to your calendar so you won't miss the fun!
- ❑ **COMMUNICATE WITH YOUR TEAM ROUTINELY.** It's imperative to communicate with your team on a regular basis, while encouraging them to give without saturating their inbox or cluttering office bulletin boards. Plan the medium(s) and frequency to optimize the responsiveness of your team members.
- ❑ **PLAN TEAM-BUILDING EVENTS.** Get creative! Thinking outside the box to plan events is a great way to boost team morale while accelerating progress toward your team goal. Some of the most successful teams in the past have incorporated events during and after work hours. Some of our favorite ideas are company cookouts, jean days, auctions and even Tik Tok competitions! What are some new ways you can engage your team and rev them up to fight hunger in Arkansas?
- ❑ **SCHEDULE YOUR WRAP-UP DAY APPOINTMENT.** Mark your calendars for the Annual Drop-off Event, when you and your team will hand over all the proceeds from your hard work raising money and collecting cereal for the Arkansas Foodbank! To receive credit, *your team must submit all donations on or before this day.*

FINAL DROP-OFF DAY

DATE: Thursday, July 8

TIME: 9:00 am to 12:00 pm

LOCATION: Arkansas Foodbank Warehouse
4301 West 65th Street
Little Rock, AR 72209

Team Captains will receive an email to reserve appointment times prior to the event.

2020 RECAP

Over 80 teams competed and were able to provide a combined total of 165,769 boxes of cereal—enough to feed thousands of Arkansas children and their families! Even with the added challenges COVID-19 presented in 2020, teams answered the urgent call to make the Summer Cereal Drive: Social Distance Edition an overwhelming success!

1 in 5 Arkansans face food-insecurity every day. There is even greater need among children: 1 in 4 Arkansans below the age of 18 don't know where their next meal will come from. It's hard to overstate the impact that the Summer Cereal Drive has on countless lives throughout central and southern Arkansas. Proceeds from this event help the Foodbank provide hope in the form of a healthy, nutritious breakfast for more than 280,000 of our neighbors experiencing hunger.

Register Your Team!

Teams are invited to register online at <https://bit.ly/2MQ5cck>.

The team captain will receive an automated confirmation email once the registration form is successfully submitted. This email will contain important information, including the link to register your online fundraising site. Please complete this step promptly to ensure team supporters can donate conveniently and safely through the Arkansas Foodbank's online donation site called Crowdfunding. In order for donations to be counted toward your team's total, they must be made through your team page.

Note: For donations to be counted towards your team's goal, donors must complete their transaction using your team's unique URL. General donations will help our neighbors in need but cannot be counted towards your team's total.



2021 GOAL

300,000

boxes of non-perishable cereal, with an emphasis on low-sugar & low-fat

What to Collect & How to Collect It

Arkansas is not only second in the nation for food insecurity, it also has the second highest obesity rate. To combat both of these realities, the 2021 Summer Cereal Drive is focused on providing healthy breakfast items. Our goal is to provide 300,000 boxes of cereal, and here's how you can help us reach our goal:

MONETARY DONATIONS

Monetary donations will help Arkansas Foodbank make the most of your donation. When considering how you plan to give, remember \$1 allows the Foodbank to leverage its purchasing power with retail partners and producers to buy exponentially greater volumes of food than the \$1 spent at a retail store. There are two types of monetary donations:

Online: Online donations are made using your team's unique URL. Remember only transactions made on your team's fundraising page will count towards your team's total. General donations will go towards fighting hunger in Arkansas but will not be applied to your team's fundraising goal. General donations cannot be applied to team pages after the transaction has been completed.

Offline: Cash and check donations may be collected and recorded by the Team Captain using the [Donation Cover Sheet](#). Offline donations may be turned in during any of the scheduled events on page 9 or by appointment to ensure proper accounting.

HEALTHY BREAKFAST ITEMS

Collecting cereal is the hallmark of the Summer Cereal Drive, and while monetary gifts are the best gift option, we still encourage your team to set up collection sites at your organization. Team captains are encouraged to educate their team members and supporters on our guidelines for healthy breakfast items. We recommend cereal that meets the following criteria:

- **3 grams or more of fiber**
- **6 grams or less of sugar**
- **First ingredient should be one of the following:**
 - *whole wheat/wheat*
 - *whole oats*
 - *whole grain corn/cornmeal*
 - *whole grain barley*
 - *quinoa*
 - *wild or brown rice*
 - *millet*
 - *bulgur*

Please note: These are not requirements for non-perishable cereal and breakfast items, but we ask that you educate your team members to look for these options when purchasing items for donation. No fresh produce or perishables will be accepted during the drive.



Community Sites

Follow along on [Facebook](#) and THV11 at 9 am, noon and 5 pm for live community site visits!

Community Sites are BACK! Check out our list of community and retail partners where we will be broadcasting live segments with THV11 during the month of June. Tune in each Tuesday and Thursday at 9 am, noon and 5 pm during the Summer Cereal Drive for conversations with Friends of the Foodbank. See the following page for a list of tentative dates and locations for these site visits. Each site will be confirmed by the end of May!

2021 Team Divisions

- Division 1: Companies with 1 to 99 Employees
- Division 2: Companies with 100 to 299 Employees
- Division 3: Companies with 300 or more employees
- Division 4: Churches, Schools, and Civic Groups
- Division 5: Kids (18 Years or Less) Serving as Team Captain

Resources and Materials

The **2021 Summer Cereal Drive Team Captain Playbook** is the best resource you can utilize as you register, organize and execute your team's plan.

Team Captains can also visit the Summer Cereal Drive page [on our website](#) for updated information and the Team Captain Toolkit.

The Team Captain Toolkit contains helpful resources for marketing and promoting your team's Drive, downloadable accounting forms and other important information.

As more promotional material and literature is available throughout the SCD, you will receive an update by email.

Accounting Procedures

Teams are now required to use a standardized Donation Cover Sheet to log all offline gifts (cash, check) to receive credit. This accounting procedure is designed to improve the Summer Cereal Drive experience for teams and for Arkansas Foodbank by ensuring team records are accurate, thorough and easily reconciled by Foodbank staff.

Team captains and Arkansas Foodbank will be responsible for recording each gift entry. Arkansas Foodbank will review and reconcile each line item after the Summer Cereal Drive Wrap-Up day on Thursday, July 8th. Team Captains will then receive an email with the team's total number of cereal boxes and monetary donations the week of July 12th. (The total will include both online and offline donations.) Any discrepancies must be reported by email before the stated deadline. A Foodbank staff member will contact the Team Captain to review the figures and resolve any issues as soon as possible to ensure winners are determined in a timely manner.



IMPORTANT DATES

Event	Location	Date / Time
Kick-off Breakfast & First Drop-off	Arkansas Foodbank 4301 W 65th Street Little Rock, AR 72209	Friday, June 4 th 9:00a—12:00p
Community Site #1	Live with THV11 from Pulaski County Heights Kroger on Cantrell/Kavanaugh	Tuesday, June 8 th Live @ 9am, 12pm, 5pm
Community Site #2	Live with THV11 from Lonoke County Harps in Cabot	Thursday, June 10 th Live @ 9am, 12pm, 5pm
Community Site #3	Live with THV11 from Faulkner County Walmart on Skyline	Tuesday, June 15 th Live @ 9am, 12pm, 5pm
Community Site #4	Live with THV11 from Super 1 Foods 2800 S Hazel Street Pine Bluff, AR 71603	Thursday, June 17 th Live @ 9am, 12pm, 5pm
Community Site #5	Live with THV11 from Garland County Harps in Piney	Tuesday, June 22 nd Live @ 9am, 12pm, 5pm
Community Site #6	Live with THV11 from Saline County Kroger Marketplace @ Alcoa Exit	Tuesday, June 29 th Live @ 9am, 12pm, 5pm
Community Site #7	Live with THV11 from Pulaski County Walmart on Bowman	Thursday, July 1 st Live @ 9am, 12pm, 5pm
Wrap-up Breakfast & Final Drop-off	Arkansas Foodbank 4301 W 65th Street Little Rock, AR 72209	Thursday, July 8 th 9:00a—12:00p
"Breakfast of Champions" Awards Breakfast	Arkansas Foodbank 4301 W 65th Street Little Rock, AR 72209	Friday, July 16 th 8:30a—10:30a

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