



Summer Cereal Drive Team Captain Playbook

Getting Started

Getting started is simple. Follow the 6 steps below for your Summer Cereal Drive Team to be successful. Find supporting documents and information on the following pages.

1 REGISTER



Register your cereal drive through the Arkansas Foodbank website.

2 CREATE



(Optional) Create and customize an online fundraising page.

3 PROMOTE



Promote your cereal drive with your network and on social media. Tag Arkansas Foodbank.

4 COLLECT



Collect a ton of breakfast foods for kids and families in need in your community!

5 ENGAGE



Engage in SCD events at community sites with your team members.

6 DELIVER



Schedule a time to deliver your donations to the Foodbank.

1 Register

Register your Summer Cereal Drive Team at arkansasfoodbank.org. Once registered, your team will fall into one of six divisions—Divisions 1-5 and Non-Competitive.

All teams in Divisions 1-5 are eligible to place 1st, 2nd, or 3rd in their divisions as well as an overall winner award. Other awards your team can win include:

- **New-Comer Award:** Awarded to a first-year team that raises the most cereal
- **SnapCrackleNPoppin Award:** Awarded to the team who shows the GRRREATest Summer Cereal Drive spirit and also did not place in their division

2 Create

(Optional) Create and customize your team's online fundraising page. Follow the steps below to set up your site.

Step 1: Once you have registered, you will receive a confirmation email with a link to create an online fundraising page. **Click on the link in the email** and follow the steps below.

Step 2: On the page titled *Summer Cereal Drive 2022*, click the **Create My Online Fundraising Page** button.



Extra Things You Can Do

- Create a free QR Code at qrcode-monkey.com that links to your fundraising page. These QR codes can be added to posters and flyers for donors to easily access your fundraising page with their smartphones.
- Share your fundraising page on social media so people can easily click to donate.
- Thank people who donate either through social media or a thank you note.



Congratulations! Your team is now registered for the 2022 Summer Cereal Drive. Please review the information at the bottom of this form for accuracy.

This year marks the 22nd anniversary for one of the state's largest and most impactful hunger relief initiatives. Whether your team has participated in the Summer Cereal Drive 2000 or this is your team's first year to join in the fight against hunger, we are excited to welcome you to a milestone year for the iconic Summer Cereal Drive!

CREATE YOUR ONLINE FUNDRAISING PAGE:

LINK to create your own online fundraising page. On the page, **click the Create My Online Fundraising Page** button. Fill out your name and email and click **submit**. Once submitted, you will receive an email with a link to your fundraising page where you can personalize the look

Step 3: Fill out your name and email, and click **submit**. Once submitted, you will receive an email with a link to your fundraising page, where you can personalize the look of the page and adjust your fundraising goal.

Note: The fundraising goal is automatically set to \$50,000, but you can easily adjust it to match your individual goal.

TIPS:

- ♥ Consider using a picture of yourself or another meaningful image that will resonate with your page visitors.
- ♥ Your page text should tell your visitors why you support the cause.



Congratulations, Sherri Jones!

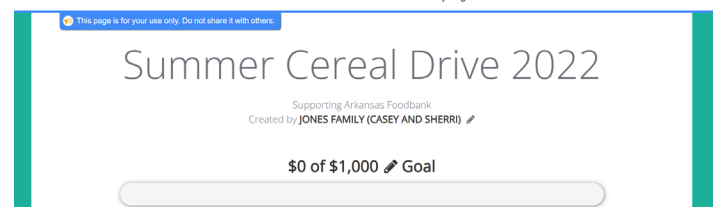
Your Crowdfunding page for "Summer Cereal Drive 2022" has been created.

You can personalize your page to share more about yourself and your goals with supporters.

Please note if you receive cash or check gifts as part of this campaign, please contact us for instructions on how to deliver these payments and have them reflected in your goal.

Personalize my page!

View My Published Page



3 Promote

One of the most important things you can do to make your team successful is through promotion. Here are some ways to get your network and community involved with your Summer Cereal Drive team:



Word of Mouth

This is the best, easiest way; tell everyone you know (co-workers, friends, family, group members etc....) about your cereal drive and how your team is participating.



Email

Send an e-mail to everyone in your organization, family, and friends, and encourage them to forward along for additional support.



Social Media

Facebook, Instagram, and Twitter: Create, post, and send invites out via social media. This can be a great, free marketing resource for your team. Be sure to post tons of pictures and even videos of your Summer Cereal Drive Team and tag Arkansas Foodbank and use hashtags!

Facebook: @ArkansasFoodbank

Instagram & Twitter: @ARFoodbank

#ARFoodbank #SCD22 #SnapCrackleNPoppin



Print and Post

Create a flyer and poster with directions regarding your collection location, dates of your cereal drive, and your cereal drive team captain. Post copies of the flyers/posters to your network bulletin boards and distribute to your team members to solicit cereal donations throughout the drive.

4Collect

Collect a ton of cereal and breakfast foods! Below are the items that will qualify toward your total boxes collected for the Summer Cereal Drive:



Breakfast Items include cereal, granola bars, instant oatmeal, toaster pastries, etc.

An Important Collection Rule

Teams cannot collect in front of Harps, Kroger, Walmart, or Super 1 Foods stores. These stores are participating as Shop and Drop locations and pantries pick up directly from these stores.

5Engage

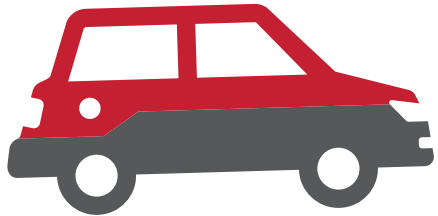
Attending events is a great way to get your team and the community engaged with your team goals. Below are the dates and times for the events that you and your team can attend during the Summer Cereal Drive. THV11 will be broadcasting during each of these events.

Date	Time	Event/Location
Friday, May 27	9:00 am - 12:00 pm	Kick-Off Breakfast at Arkansas Foodbank
June 6-9	6:00 am - 12:30 pm	Community Site Events
	Monday	North Little Rock/Indian Hills Kroger
	Tuesday	Morrilton/Harps
	Wednesday	Malvern/Walmart
	Thursday	Pine Bluff/Super One Foods
June 20-23	6:00 am - 12:30 pm	Community Site Events
	Monday	Saline County/Kroger Marketplace
	Tuesday	Hot Springs/Walmart Albert Pike
	Wednesday	Cabot/Kroger
	Thursday	Bowman Little Rock/Walmart
Thursday, July 7	9:00 am - 12:00 pm	Wrap-up Breakfast and Final Drop offs at Arkansas Foodbank



You and your team can schedule a time to deliver your cereal and monetary donations at any of the Summer Cereal Drive events. For the Kick-Off and Wrap-Up events, you will receive an email to sign up for a delivery time.

Below are the delivery rules:



You must schedule all deliveries.

For both community site and Foodbank drop-offs, contact Sydney Dozier, Corporate Partnership Coordinator, to schedule your delivery.

501-569-4315

SCD@arkansasfoodbank.org

- All donations must come with a completed Team Accounting Sheet. Find this sheet on the Summer Cereal Drive webpage.
- For monetary donations, including those mailed in, your team must be specified, either through a note or a memo on each check. If your team is not specified, your team will NOT receive credit for the donation.
- All online donations must be made on your team page. If donations are made on the general Summer Cereal Drive donation page, they will not be moved or credited to your team.
- If your team drops off without notification, your team may not receive credit for the donation.
- We will not receive any donations after July 7th.

Don't Forget!

Once the Summer Cereal Drive is completed, thank your incredible team and the people who helped make your drive possible. If your team is eligible for an award, you will be invited to the Breakfast of Champions that will be held July 15.

