

# SUMMER CEREAL DRIVE



# New Teams Summer Cereal Drive Playbook

2024

**So, your team signed up for the Summer Cereal Drive.**

**Now What?**

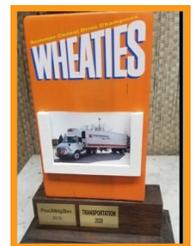
Hello! My name is Claire, and I am the Community Development Coordinator at the Arkansas Foodbank.

We are so happy that you chose to sign up a team for our Annual THV11 Summer Cereal Drive. Since 2000, teams across central and south Arkansas have competed to provide the most cereal to our neighbors facing hardships — particularly children — during summer months. While many of us look forward to summer, 1 in 5 children in our state face increased levels of food insecurity as schools close classrooms and kitchens during summer break. As one of Arkansas’ largest and best-known hunger relief initiatives, we are excited to celebrate two-plus decades of growth and unprecedented success. As Arkansas Foodbank celebrates its 40th Anniversary this year, we want to challenge teams and individuals to make this the most successful SCD to date! We cannot wait to see all that you accomplish! If you have any questions about the Summer Cereal Drive, email me at [SCD@arkansasfoodbank.org](mailto:SCD@arkansasfoodbank.org)

**Fresh Fundraising Ideas:**

**1. Internal Department Competition at Your Place of Work**

At Performance Foodservice departments compete to see who can raise the most money for the Summer Cereal Drive. The winner receives a trophy that was homemade by the Performance Foodservice team. Some departments sold raffle tickets, some departments sold lunch or dinner, and their HR department sold employee headshots.



**2. Run Me Out of My Office**

At Pleasant Grove CME Church, the congregation was given one task – running their reverend out of his office. All donated cereal boxes were stored in the reverend’s office, as donations grew, room for the reverend shrank. They tracked donations weekly with a fundraising thermometer that was handmade by a member of the church.



**3. Battle of the Branches**

First Security Bank involves multiple branches on its Summer Cereal Drive Team. Some branches are decorated to encourage participation, others have Jean Days where employees can wear jeans on Fridays if they donate a minimum of \$5. Each branch involves their family, friends, and customers in the competition.



**4. It’s Your Sign**

Team Tacocat is a family tradition! For the last few years, members of Team Tacocat have put a sign outside their home to let their neighbors know that they are collecting cereal. The sign has become a yearly fixture in their neighborhood.



**5. Host A Fundraising Event**

Arkansas Electric Cooperatives Corporation hosts three different events to raise money for their Summer Cereal Drive Team. Their biggest event is an auction that their staff members donate to and buy from. They also host a cookout and a Pie the Director Competition that staff can participate in.

# 1 Register

Register your Summer Cereal Drive Team at [arkansasfoodbank.org](http://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 division, as well as an overall winner award. Other awards your team can win include:

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

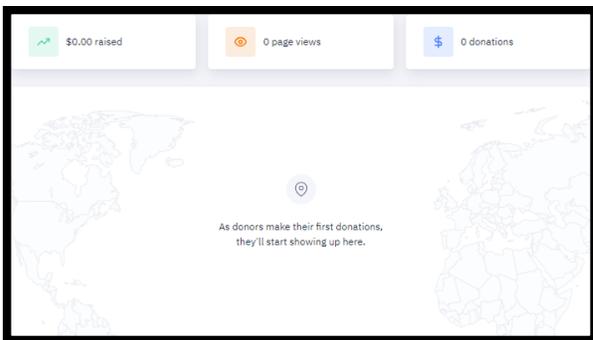
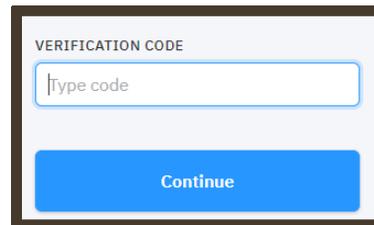
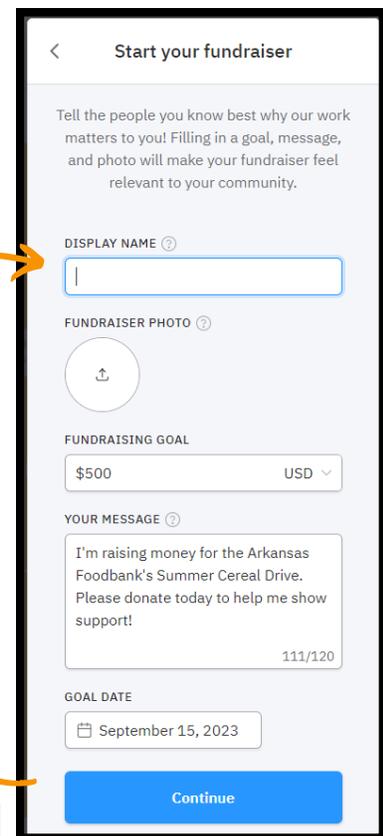
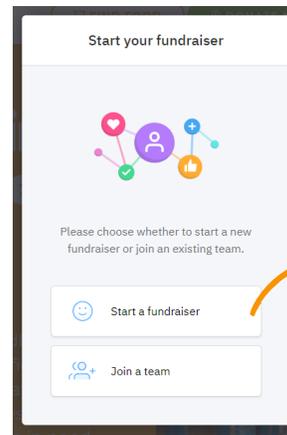
# 2 Create

(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.

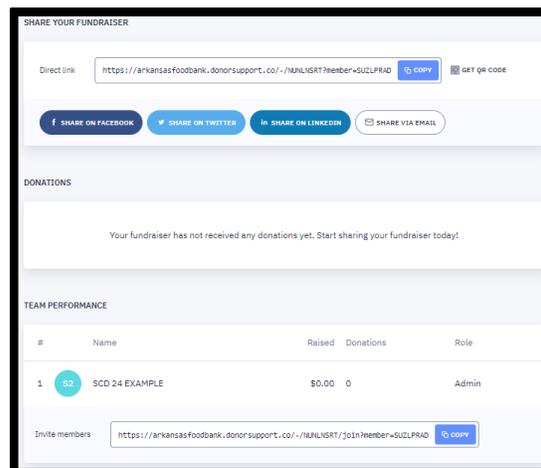
**Step 2:** As team captain, it is your responsibility to start your team's online fundraising page.

**Step 3:** Fill out your name, set a fundraising goal, write a message, and choose an end date. Then click continue. Once submitted, you will receive an email with a verification code. Verify your email and you will have completed your fundraising page registration.



**Step 4:** Add your teammates to your fundraising page by copying the "invite members" link and either emailing or texting it to them.

**Step 5:** Share your team's fundraising 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

Tell everyone you know (co-workers, friends, family, group members, etc....) about your cereal drive and how your team is participating. This is the best way to spread the word!



## Email

Send an e-mail to everyone in your organization, family, and friends with a link to your fundraising page. Encourage them to forward along for additional support!



## Social Media

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! Tag Arkansas Foodbank and use hashtags for a chance to be featured on our pages, stories, or Facebook Events!

**Facebook:** @ArkansasFoodbank

**Instagram, X, TikTok and LinkedIn:** @ARFoodbank

*#ARFoodbank #THV11SCD24 #THV11SCD #arkansasfoodbank*

## Extra Things You Can Do

- Download the QR Code from your fundraising page and add it to posters or flyers so donors can access your 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.

# 4 Collect

Collect lots 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 Shop and Drop Locations.

The participating Shop and Drop locations with pantries picking up directly from these stores are below:

Bryant Edwards  
Little Rock Stagecoach Rd Edwards  
Little Rock Arch St Edwards  
Little Rock Main Street Edwards  
Little Rock Baseline Rd Edwards  
Little Rock Cantrell Rd Edwards

Little Rock Colonel Glenn Edwards Cash Saver  
North Little Rock Edwards  
Jacksonville Edwards  
Beebe Edwards  
Conway Harps  
Greenbrier Harps  
Vilonia Harps

Cabot Harps  
Benton Harps  
Haskell Harps  
Hot Springs Harps  
Mayflower Harps  
Hot Springs Harps

# 5 Engage

Attending events is a great way to get your team and the community engaged with your team goals! Below are some ways to engage your team.



**Team Bonding**

Arkansas Foodbank has many volunteer opportunities available to you and your team! You can sign your team up for a shift in our volunteer warehouse or check out other volunteer opportunities on our website. It is a great way to bond with your team and learn about the Foodbank's mission.



**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.

# 6 Deliver

You and your team must sign-up for a time to deliver your cereal and monetary donations at any of the Summer Cereal Drive events. Sign up for all delivery slots at [arkansasfoodbank.org](http://arkansasfoodbank.org)

Date	Time	Event/Location
<b>Friday, May 10</b>	<b>8:45 am - 10 am</b>	<b>Kick-Off Breakfast at THV11 Weather Garden</b>
<b>June 4-7</b>	<b>6:30 am - 12:30 pm</b>	<b>Community Site Events</b>
	Tuesday	Pine Bluff
	Wednesday	North Little Rock
	Thursday	Hot Springs
	Friday	Russellville
<b>Friday, June 14</b>	<b>11:30am - 1:30 pm</b>	<b>Mid-Month Drop-Off at Arkansas Foodbank</b>
<b>June 18-21</b>	<b>6:30 am - 12:30 pm</b>	<b>Community Site Events</b>
	Tuesday	Benton/Bryant
	Wednesday	Searcy
	Thursday	Cabot
	Friday	Little Rock
<b>Thursday, June 27</b>	<b>12:00 pm</b>	<b>Team Fundraising Pages Will Be Closed</b>
<b>Friday, June 28</b>	<b>9:00 am - 11:30 am</b>	<b>Final Drop Off at Arkansas Foodbank</b>
<b>Friday, July 19</b>	<b>8:30 am - 10:15 am</b>	<b>Breakfast of Champions at Arkansas Foodbank</b>



## Drop-Off Rules:

- You must sign-up for all delivery slots. Use the link in the registration confirmation email, or on the website to sign up for a delivery slot.
- 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.
- Your team must turn in a completed Final Recap Report at your final drop-off.
- If your team drops off without notification, your team may not receive credit for the donation.
- We will not receive any donations after June 28th.

## Drop-Off Checklist:

- Team Accounting Sheet
- If it is your final drop-off, completed Final Recap Report
- Pledge or matching gift forms (if applicable)

## 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 19.



# SUMMER CEREAL DRIVE AWARDS

BREAKFAST OF CHAMPIONS JULY 19, 2024

## Division Awards

Awarded to the teams who raise the first, second, and third most cereal in their respective divisions.

## Overall Champion

Awarded to the team who raises the most cereal overall, not matter what division.

## Snap, Crackle, Pop Spirit Award

Awarded to the team that exemplifies the spirit of the Summer Cereal Drive.

## Cheerio Award for Outstanding New Team

Awarded to the new team who raises the most cereal.

## Community Partner Award

Awarded to Community Partners who make a difference in their communities by participating in the Summer Cereal Drive. Whether it be attending community sites, donating to the cereal drive, or providing the refreshments at events, we are so thankful for our community partners.

## Hall of Fame Award

Awarded to a team, sponsor, or agency who has a history of going above and beyond at the Summer Cereal Drive.



## Cerealously Creative Award

Awarded to the team, community site, or shop and drop location with the most creative visual display of cereal. Decorate your office, store, school, boat, or home with signs and cereal - the more creative the better!

- Enter to win this award by posting a photo to social media and tagging THV11 and the Arkansas Foodbank, or emailing the photo to [scd@arkansasfoodbank.org](mailto:scd@arkansasfoodbank.org).
- The top 5 will be featured in the 2025 Team Playbooks.



# FAQ

**Q: How do I donate funds?**

**A:** There are three main ways to donate funds. First, you can donate via a team's online donation form. Second, you can make a check out to the Arkansas Foodbank to the care of your team's name; make sure to include Summer Cereal Drive in the memo. Finally, you can visit a community site and drop off funds with Arkansas Foodbank staff members. All money turned in must be accompanied by a Team Accounting Sheet which can be found at [arkansasfoodbank.org](http://arkansasfoodbank.org).

**Q: What counts as a box of cereal?**

**A:** Teams collect nonperishable breakfast items for the Summer Cereal Drive. Breakfast items include cereal, granola bars, instant oatmeal, toaster pastries, etc. Teams are expected to count their boxes before drop-off. To calculate boxes, we use the measurement of about 17-18 ounces per box. In general, defer to ounces per box. For cereal, we typically treat the regular boxes and family sizes as one box but double boxes are counted as two. Mini boxes of cereal do not count as one box unless they are part of a pack.

**Q: How does \$1.00 = 1 box of cereal?**

**A:** Arkansas Foodbank is a warehouse and distributor of food. At Arkansas Foodbank, cereal is ordered in bulk then hand packed and labeled by volunteers. A box of this hand-packed cereal costs a dollar.

**Q: How do pantries get cereal?**

**A:** Each community site and shop&drop site is paired with a community pantry. When the collection is over, the pantries pick the cereal up directly from the stores. They then can start distributing the cereal immediately. When cereal is dropped off at the Arkansas Foodbank, it is added to our online order system. Pantries can order the cereal online, and it is either delivered to them or picked up by pantry representatives.

**Q: How does the audit work?**

**A:** You will use the donation drop-off form to track monetary and cereal box donations. When you drop-off your team's donations make sure to bring the donation drop-off accounting sheet with you. Each time you drop-off, you must turn in donation drop-off accounting sheet. When you are done collecting, and you are doing your final drop-off, you must fill out a Final Recap Sheet. The Final Recap Sheet will include every donation you have received, previous drop-off totals, and the total number of boxes raised by your team. This sheet will be used in the Arkansas Foodbank's audit of the Summer Cereal Drive. If there is a discrepancy, a staff member will contact you.

**Q: Who is invited to the Breakfast of Champions?**

**A:** After the final-drop off, the Arkansas Foodbank team will audit all donations and cereal. Though every team is invited to the Breakfast of Champions, not everyone wins an award. If your team wins an award, you will receive a notification.

**Q: How do I add my teammates to my fundraising page?**

**A:** Once your team fundraising page is set up, scroll down to the bottom where it says "team performance." There you will see a link to invite team members to your page. Copy that link and email or text it to them.

# Overall Summary

Getting started is simple! Follow the 6 steps below for your Summer Cereal Drive Team to be successful. We cannot wait to see all your team accomplishes!

## 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 lots 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

Sign-up for a time to deliver your donations to the Foodbank.

