



**Thank you for your interest in hosting a MeaningFULL Meals drive. In the summer months, many local children do not have access to nutritious meals and go hungry. You are invited to be part of the solution by supporting MeaningFULL Meals this July.**

Please join us for this impactful opportunity that you can share with your friends and family, neighborhood, office, faith community or any other group. With the provided materials, you can run a successful collection with minimal time commitment.

All items **MUST** be dropped off at Backpack Beginnings by July 30, 2021.

In this guide, you will find:

- Instructions - Six Easy Steps (page 2)
- Needed items list (page 3)
- Box Label (page 4)
- Sample social media and email content (page 5)

If you have any questions, please contact Michael Cottingham at [michael.cottingham@unitedwaygso.org](mailto:michael.cottingham@unitedwaygso.org).



# INSTRUCTIONS - 6 EASY STEPS

## Six steps to a successful drive:

**1. Select the dates of your drive.** We suggest holding your drive for up to five days so your group has one designated week to drop off their items. No matter what length of time you choose, plan on receiving items after your deadline.

**2. Mobilize and advertise.** Share with your neighborhood, family and friends, faith community, or school group to collect the items on the list.

Send an email. Post on social media. Print the needed items list (page 3). Get the word out! Look at page 5 for easy content to share.

**3. Set up a drop-off point.** Print out the Box Label (page 4), tape to a box, and place it in an easily accessible area. Be sure to place the box or bin where people can see it.

**4. Collect, collect, collect!** Collect your food items and hang on to them until your drive is complete.

**5. Drop off!** After your drive is complete, drop your items off at Backpack Beginnings (3707D Alliance Dr, Greensboro, NC 27407). Office hours are listed at [backpackbeginnings.org/contact](http://backpackbeginnings.org/contact)

**6. Thank!** Be sure to thank each and every person who participates in your collection.

**BONUS: Take photos!** We want to celebrate your awesome work.

Email your photos to [michael.cottingham@unitedwaygso.org](mailto:michael.cottingham@unitedwaygso.org).

Post on social media and tag [@unitedwaygso](https://www.instagram.com/unitedwaygso) and use the hashtag [#EndPovertyGSO](https://twitter.com/EndPovertyGSO).



# DONATE FOOD ITEMS TO HELP LOCAL KIDS

Help local children and families by donating some of the non-perishable food items below. No glass containers, please.

- Microwavable Chef Boyardee meals
- Granola Bars
- Canned Fruit
- Canned Veggies
- 12 ounce Boxes of Low Sugar cereal
- Canned Chicken



ITEM COLLECTION DATES  
FROM \_\_\_\_\_ TO \_\_\_\_\_

United Way of Greater Greensboro, The Volunteer Center of the Triad, and BackPack Beginnings are collecting food to feed children and families over the summer while school is out. Collected food items should be delivered to BackPack Beginnings, 3707-D Alliance Drive, Greensboro. Office hours can be found at [backpackbeginnings.org/contact](http://backpackbeginnings.org/contact).



# DROP OFF FOOD ITEMS HERE

**Thank you for donating! All items will benefit local kids and families.**



Snap a selfie! Take a photo of you dropping off your items and email it to [michael.cottingham@unitedwaygso.org](mailto:michael.cottingham@unitedwaygso.org). Post on social media, tag @UnitedWayGSO and use the hashtag #EndPovertyGSO.

All items will be delivered to Backpack Beginnings and distributed to local families in the greater Greensboro area.  
**Thank you for your support!**

**ITEM COLLECTION DATES**  
**FROM** \_\_\_\_\_ **TO** \_\_\_\_\_

United Way of Greater Greensboro, The Volunteer Center of the Triad, and BackPack Beginnings are collecting food to feed children and families over the summer while school is out. Collected food items should be delivered to BackPack Beginnings, 3707-D Alliance Drive, Greensboro. Office hours can be found at [backpackbeginnings.org/contact](http://backpackbeginnings.org/contact).



# SOCIAL MEDIA AND EMAIL CONTENT

## Get the word out! Copy and paste the following:

### INVITATION TO DONATE EMAIL

Hey [NAME OR GROUP]! I'm so excited to be volunteering with United Way of Greater Greensboro, The Volunteer Center of the Triad, and Backpack Beginnings to collect food items for local kids and families. Will you join me in donating some items by [DATE] to support my MeaningFULL Meals drive? The most needed items are: Microwavable Chef Boyardee meals, Granola Bars, Canned Fruit, Canned Veggies, 12 ounce Boxes of Low Sugar Cereal, and Canned Chicken. It's so easy to make a difference! I hope you will join me!

### INVITATION TO DONATE SOCIAL MEDIA

I'm so excited to be volunteering with @United Way of Greater Greensboro, @The Volunteer Center of the Triad, and @Backpack Beginnings to collect food items for local kids and families. Will you join me in donating some items by [DATE] to support my MeaningFULL Meals drive? The most needed items are: Microwavable Chef Boyardee meals, Granola Bars, Canned Fruit, Canned Veggies, 12 ounce Boxes of Low Sugar Cereal, and Canned Chicken. It's so easy to make a difference! I hope you will join me!

### REMINDER TO DONATE EMAIL

Hey [NAME OR GROUP]! I'm reaching out with a friendly reminder that I'm volunteering with United Way of Greater Greensboro, The Volunteer Center of the Triad, and Backpack Beginnings to collect food items for local kids and families. Will you join me in donating some items by [DATE] to support my MeaningFULL Meals drive? The most needed items are: Microwavable Chef Boyardee meals, Granola Bars, Canned Fruit, Canned Veggies, 12 ounce Boxes of Low Sugar Cereal, and Canned Chicken. It's not too late to make a difference. I hope you will join me!

### REMINDER TO DONATE SOCIAL MEDIA

Don't forget! I'm volunteering with @United Way of Greater Greensboro, @The Volunteer Center of the Triad, and @Backpack Beginnings to collect food items for local kids and families. Will you join me in donating some items by [DATE] to support my MeaningFULL Meals drive? The most needed items are: Microwavable Chef Boyardee meals, Granola Bars, Canned Fruit, Canned Veggies, 12 ounce Boxes of Low Sugar Cereal, and Canned Chicken. It's not too late to make a difference. I hope you will join me!

### THANK YOU FOR DONATING EMAIL

Hey [NAME OR GROUP]! Thank you so much for donating to my MeaningFULL Meals drive with United Way of Greater Greensboro, The Volunteer Center of the Triad, and Backpack Beginnings. Together, we collected [NUMBER] pounds of food that will be donated to local kids and families. I really appreciate your support! Thank you, again!

### THANK YOU FOR DONATING SOCIAL MEDIA- POST IMAGE OF YOUR COLLECTION

Thanks to everyone who supported my MeaningFULL Meals drive with @United Way of Greater Greensboro, @The Volunteer Center of the Triad, and @Backpack Beginnings. Together, we collected [NUMBER] pounds of food that will be donated to local kids and families. I really appreciate your support! Thank you, again!

