



Thanks for volunteering!

We're glad you're a part of Feed the Need and appreciate your time and energy today. You'll find details about how things work on this sheet.

If you are unable to fulfill your shift or have questions, please call John Foister, Food Bank, at 919-865-3022 or Bill McBerkowitz, The N&O, at 919-836-5927 in advance.

Feed the Need day is Saturday, April 18!

Getting started

Pick up the following items from your Distribution Center in time to reach your selling location by the start of your shift.

- **A bundle** of Feed the Need papers: You will sign in and get your papers. Any unsold papers must be returned at the end of your shift.
- **Starbucks coupons:** You will give away one coupon with each paper sold. Remaining coupons must be returned at the end of your shift.
- **Souvenir apron:** Wear it when selling and keep it as a "thank you."
- **Stickers:** To give to people who buy a paper.
- **Signs / Promo boards:** Use them to promote your sales.

Setting up

- **Check in** with the store manager.
- **Place** signs and promo boards where potential customers will see them.

Selling tips

- **Approach:** Don't wait for customers to come to you. Step forward to greet them, while holding out a paper.
- **Ask:** "Would you like to support the Food Bank by buying a special edition of The N&O? It's only \$1."
- **Answer:** If the customer says they have already bought or read the paper, say: "This special edition includes a wrap about the Food Bank, and how they help feed people around here who might otherwise go hungry." Or: "That's great! But when you buy this one, the Food Bank can help provide four meals."
- **Appreciate:** Be sure to thank everyone who buys a paper. And give them a sticker!

Hints

- Bring a cell phone, if possible.
- Bring a \$10, \$5 and five \$1 bills with you to make change. You'll keep track of your money yourself.
- Remember, you'll be outside so dress for the weather!

***N**ot everyone will buy a paper, so don't get discouraged between sales. Stay positive and have fun!*

When you're finished

Return to the Distribution Center and turn in:

- Unsold papers
- Remaining Starbucks coupons
- Money you received for the papers, plus any additional donations
- Signs (if you are the last shift)
- *Don't give your papers or money to the next set of volunteers! You're responsible for turning it in.*

FAQs

- Are donations to the Food Bank tax deductible? The \$1 newspaper purchase is not tax-deductible but additional donations are.
- What if someone wants to give more than \$1? Accept it and say thanks. You don't have to give the person more newspapers.
- If someone requests a receipt, please record their name, address and amount donated, so we can mail them one.
- What if someone has a question about Feed the Need or The Food Bank I can't answer: Refer them to Felicia Gressette, VP / Marketing, The N&O at 919.812.8568 or Allen Reep, VP / Development at The Food Bank at 919.906.3753.
- What if I run out of papers? You'll get a phone number to call for a re-supply.