

DRIVE TO FEED KIDS EVENT GUIDE

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WHY WE DRIVE TO FEED

Today, 1 in 6 kids in the U.S. are food insecure. That means 1 out of every 6 kids leave school each afternoon not knowing if a meal will be waiting for them at home.

When the final bell rings on Friday, the weekend isn't always a welcomed break because it could mean two days with little- to-no food.

This is the harsh reality that some children in America face today. The hunger and poor nutrition they are facing has real, long term effects on their health, their behavior and their ability to learn. The harsh reality is this is most likely happening right now in your community.

To fight the issue of hunger, schools, nonprofit organizations and companies just like yours are banding together to fight child hunger in communities across the nation.

These communities are working together to start backpack programs. Backpack programs are volunteer efforts that pack

backpacks each week full of nutritious food to send home with food insecure children on the weekends.

These powerful programs are providing millions of meals to children across the nation and rely on the support of community members and leaders to fund and service their efforts.

Hosting a Drive to Feed Kids event brings together you, your company and your community to help feed hungry kids where you work and live. Your dedication to ending this epidemic is, in fact, changing lives.

Through the support of your local backpack program, you are providing children with the chance to not only get the nutrition they need, but the chance to learn, grow and succeed. An opportunity they may not have received without your efforts.

Thank you for joining the fight to end child hunger in the U.S., starting right here in your community.

WHAT IS A DRIVE TO FEED KIDS EVENT?

A Drive to Feed Kids event is simply any type of fundraiser that brings together your local community to raise funds for your local backpack or food donation program. Proceeds from the event must go to supporting food insecure children.

No fundraising opportunity is too big or small and an array of events and activities can be conducted to raise funds for your local program.

“Changing Lives One Meal at a Time”

RESOURCES

DRIVE TO FEED KIDS RESOURCES

Drive to Feed Kids provides you with many resources to help plan and facilitate your event. From reimbursement funds and media, to volunteering our time, we are here to help you make your fundraiser a success. Below lists the resources provided to you by Nutra Blend's Drive to Feed Kids program.

We're here to help!

Your Nutra Blend sales representative and the Nutra Blend marketing team are there to assist you during your planning and event process. We will work with you to ensure that your event is a success.

EVENT EXPENSE REIMBURSEMENT

Drive to Feed Kids offers you up to \$4,000 as a reimbursement for eligible event expenses. You may qualify for this reimbursement if you complete the necessary requirements.

An event expense eligible for reimbursement are purchases that directly contribute to your Drive to Feed Kids Event. Examples can be food and catering fees, auction items, venue fees, photographers, etc.

The cost for auction items and media ordered from Drive to Feed Kids will be deducted from the \$4,000 before any event expenses are reimbursed if these options are utilized.

Requirements:

1. The Drive to Feed Kids event must be communicated with Nutra Blend sales and marketing department at least 30 days prior to the event date.
2. Media outreach must be conducted to promote their Drive to Feed Kids event.
 - At least one form of the following media must be used and be accessible to the local community.
 - Newspaper, Radio or TV advertisements
 - 3 or more social media posts
 - Posters hung throughout local community
 - Media must be published within a suitable time frame to engage the community (no later than 2 weeks prior to the event.)
3. A fundraising plan that is committed to exceed the cost of the event and strives to reach the goal of donating a surplus of funds to a program that feeds kids is required.
4. The below is required post event:
 - Event Summary Form post event within 30 days
 - Photos must be included with form submission and names of any persons present in photos must be included.
5. The funds raised and donated must support a legitimate backpack program and/or nonprofit organization that feeds kids.

Use our form to submit your reimbursement request.

Drive to Feed Kids
Event Reimbursement Form
3200 E. 2nd Street | Mesquite | NC | 28050 | P: (417) 451-6111 | F: (417) 451-4415

Thank you for hosting a Drive to Feed Kids fundraising event for your business program. As a part of the Drive to Feed Kids program, a reimbursement of up to \$4,000 is offered for eligible expenses to event holders that have met the following event requirements.

1. The Drive to Feed Kids event must be communicated with Nutra Blend sales and marketing department at least 30 days prior to the event date.
2. Media outreach must be conducted to promote their Drive to Feed Kids event.
 - At least one form of the following media must be used and be accessible to the local community.
 - Newspaper, Radio or TV advertisements
 - 3 or more social media posts
 - Posters hung throughout local community
 - Media must be published within a suitable time frame to engage the community (no later than 2 weeks prior to the event.)
3. A fundraising plan that is committed to exceed the cost of the event and strives to reach the goal of donating a surplus of funds to a program that feeds kids is required.
4. The below is required post event:
 - Event Summary Form post event within 30 days
 - Photos must be included with form submission and names of any persons present in photos must be included.
5. The funds raised and donated must support a legitimate backpack program and/or nonprofit organization that feeds kids.

To request your reimbursement, please complete the following information and submit your form along with required receipts to the Nutra Blend marketing department via email to marketing@nutrablend.com. If approved, you will receive up to \$4,000 of eligible expenses you submit for your event.

COMPANY INFORMATION:

BUSINESS NAME: _____
1099 REPORTING NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
PHONE: _____ FAX: _____

CUSTOMER CONTACT INFORMATION:

NAME: _____ TITLE: _____
EMAIL: _____ PHONE: _____

RESOURCES

EVENT MEDIA

Drive to Feed Kids can supply you with a wide variety of branded media to help promote your event. Our selection includes print and digital media as well as media releases, social media and radio options giving you lots of opportunities to advertise your fundraiser. These items are customized to include your event details and can be printed and shipped directly to you.

Printing and shipping costs for media ordered from Drive to Feed Kids will be deducted from the \$4,000 event reimbursement before any submitted event expenses are reimbursed.



DTFK FOOD DONATIONS



Did you know that Drive to Feed Kids also offers viable sources of animal protein to donate to your backpack program?

For hosting a fundraiser in conjunction with Drive to Feed Kids, we will donate up to 6,000 meat sticks or 1 pallet of shelf stable milk (2,646) cartons to your backpack program.

Our food donation offers viable sources of animal proteins, a key component in nutrition to promote healthy growth and development in children. For more information, visit our [website](#).



EVENT STAFF

Nutra Blend is here to help you organize and conduct your fundraiser. Your Nutra Blend sales representative can be onsite at your event to help you make your event a success. Let us know how Nutra Blend can be a resource to you.

FUND DONATIONS

You can use your Customer Rewards Program points to make donations! Make a monetary donation directly to your backpack program using Customer Rewards Program points by visiting the [rewards site](#).

AUCTION ITEMS

Drive to Feed Kids offers a variety of items that you can use as an auction or raffle prize to raise funds. These items include outdoor items, sports memorabilia and much more.

Purchase and shipping costs of your selected auction items ordered from Drive to Feed Kids will be deducted from the \$4,000 event reimbursement before any submitted event expenses are reimbursed.

To learn more about what Drive to Feed Kids can provide you, contact your Nutra Blend [sales representative](#) or the Nutra Blend [marketing department](#).

EVENT 101

WHAT MAKES UP A DRIVE TO FEED KIDS EVENT?

Whether your event is large or small, every Drive to Feed Kids fundraiser requires some level of planning to ensure your event reaches its ultimate potential. Below we've summarized the different areas of what makes up a fundraiser and what you need to accomplish to make the most of your event.

PLANNING

Hosting a Drive to Feed kids event starts with figuring out the core details of your event. Brainstorm the key components like your event name, agenda, purpose, etc. and finalize them early to provide the overall direction and goal of your event.

BUDGETING

Having a good grasp on your event budget and keeping accurate records ensures you raise as much money as you can for your backpack program. This important component takes attention to detail so be sure to enlist someone organized and thorough to keep track of the monies.

IMPLEMENTING

The day of your event can be a fast paced but exciting experience. Plan your day, have a task list ready and meet with your committee ahead of time to ensure your agenda runs smoothly.

Most importantly, take moments to enjoy the festivities and interact with your attendees. It's a great day to experience the incredible efforts you and your community are making to feed hungry kids.

ORGANIZING

Your fundraiser's key to success is the amount of organizing you do ahead of time. Getting your committee together, selecting your venue, establishing your needs and booking services well in advance will make the day of your event run smoothly.

MARKETING

Promoting your event aggressively and early is as important as the event itself. Use a variety of media and saturate your community well in advance with your event information and how to participate to ensure you have a high attendance rate.

KEY COMPONENTS

PLANNING

PURPOSE

The purpose of a Drive to Feed Kids event is to increase awareness of child hunger in the U.S., and in your county while, raising money for a backpack program that helps feed food insecure children in your community.

By defining your event's purpose, you lay a foundation for why you are hosting the event and a common goal for all those involved to stay focused on. Share this purpose with those involved.

GOAL

Set a goal for your event, including cash donations. Everything in the event plan should be geared toward reaching your goal amount. It should be what you hope to net, that is, the amount you plan to raise after expenses are deducted; **100 percent of the net proceeds should go to your charity.**

EVENT BENEFICIARY

Selecting who your fundraiser contributions should go to is an important decision and there are a few things to consider. In order for this event to meet the requirements of Drive to Feed Kids, the recipient organization must support feeding food insecure children.

In order for personal donations to qualify as tax-deductible, the recipient organization has to be recognized by the IRS as a 501(c)3- or be an established church. A qualifying establishment should be able to provide you with documentation supporting their 501(c)3 status. Some donors may want to receive tax deductions for their contributions so it is a factor to consider when selecting your charity.

NAME

Decide what to call your event. A strong name that clearly defines your event to it's audience is an important component. Suggestion: "Drive to Feed Kids - *Your County*"

ACTIVITIES

Decide how you would like to raise funds. It's important to consider your community and select activities that are appealing to a wide range of people, this encourages their participation and is something you can facilitate. The options are truly endless to creating your own, unique Drive to Feed Kids event!

Event Ideas:

- Live/Silent Auction
- 5K Run or Fun Run (Glo Run, Obstacle)
- Motorcycle or Bike Ride
- Concert
- Gala Dinner
- Event Booth (state fair, trade show, etc.)
- Cook-Off or Bake Sale
- Sports Tournament or Rodeo

Want more ideas? Request our DTFK Event Quick Sheets from your NB sales representative.

AGENDA

Create an organized timeline of your event day. This ensures you allow yourself plenty of time for the activities you plan to host and also time for setup and tear down of the day's events.

Consider what time of day (and time of year) is best for your event and is convenient for your community to attend.

KEY COMPONENTS

ORGANIZING

VENUE

Selecting the right venue for your event provides the atmosphere and setup you need for a successful fundraiser.

Visit your prospected site well in advance and talk to the owner or manager. Don't be afraid to ask questions. Depending on what type of activities you plan to host, there are a lot of things to keep in mind. We've provided a quick list of topics to consider when visiting potential venues. When you have finalized the details, be sure to get everything in writing.

Things to Consider When Selecting a Venue:

- Cost
- Location
- Insurance
- Capacity
- Restrooms
- Parking
- Trash Removal
- Restrictions
- Electrical Outlets
- Sound System
- Lighting
- Tables and Chairs for Guests
- Disability Accommodations
- Acoustics
- Climate Control
- Emergency Exits
- Delivery Access
- Space for Caterer to Work
- Permits Required
- Set-up Start Time and Clean-up End Time

COMMITTEE

It's always important to have a trust-worthy group of people by your side to help make your event a success. Assemble a team of reliable, hardworking staff members to assist with organizing your event.

You will need a few key people to supervise and lots of other volunteers to help you complete tasks prior to the event as well as work the event.

Seek Volunteers from Organizations

There are several organizations that are willing to volunteer their time to help with your event before and during. Example: Check with your local FFA and 4-H organizations

SETUP

Your event committee should plan the setup for your event well in advance. This includes organizing and solidifying all of your event details (agenda, logistics, tasks, schedules, budgets, supplies, contingency plans, etc.) as well as the physical set up of your event.

SUPPLIES

Order supplies for your event once you have a good estimate on attendance and what you will need for the event.

This area is always a good place to seek donations from community groups and retail locations who are willing to donate items to fundraisers for nonprofit organizations.

PERMITS/REGULATIONS

Check with local authorities to find out if you need to complete paperwork or follow any regulations for your event to take place.

Examples include city permits, gaming authority, health department for catering, etc.

KEY COMPONENTS

ORGANIZING

VENDORS

Depending on the types of activities you have, you may need to hire vendors to provide services such as catering, Audio/Visual, entertainment, etc. Plan to meet with these third parties well in advance to discuss your needs, ask questions, and sample their goods/services. When you have finalized the details, be sure to get everything in writing.

Hire a Photographer

Consider hiring a photographer to be present at the fundraiser. You will want someone there dedicated to capturing all the enjoyable moments of your event. Typically there are options for every budget and high-quality photos are great resources for promoting and announcing your fundraiser's success later on.

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OPTIONAL ITEMS

With every type of event, there are specific tasks that must be completed. Here are some important details that you may/may not need to complete prior to your fundraiser based on what kind of event you are having.

CATERING

Whether you hire a professional catering service or assign a committee, having food served at your event requires preparation and attention to detail. If you decide to have an event where food will be served, a buffet is the easiest to implement. Be sure to ask if the caterer provides table covers, beverages, etc. Ask about clean-up, table service, etc., and request a proposal to be sure you are on the same page. Also, get a contract in writing.

HOST/EMCEE

This person should be outgoing, comfortable in front of a large group and knowledgeable about your business and Drive to Feed Kids. Provide the emcee with an agenda and all the information up front. Meet with them ahead of time so they can ask questions and get a sense for the event and your goals. Their main job is to not only engage your audience but to keep the program moving along.

MUSIC

Will you have music? Sometimes this is as simple as playing your own music over a sound system. If you are having a concert, the complexity grows to tasks such as choosing the right performers to fit your audience, setting up a stage and sound system and hiring a sound technician to work during the concert. Also, get a contract in writing.

TICKETS

Decide if your event will benefit from having required tickets or will be free admission. If you do sell tickets, have a procedure in place for selling in advance. Requiring tickets will help you estimate your attendance but be aware that guests may buy tickets at the door so it is a good idea to plan for extra ticket sales.

GAMES

Games that make the event more fun for attendees, and help you raise money. Games are ideal for events like 5K/Fun Runs, event booths, etc. There are many great ideas you can find online with a quick search.

KEY COMPONENTS

BUDGETING

BUDGET

Every fundraising event plan should contain a complete budget that lists all of the expenses that will be required to hold the event.

ACCOUNTING

It is critical to have detailed record keeping of your event's monetary transactions. Be sure to save all receipts, contracts, invoices, etc., that pertain to your event and keep all funds separate - event expenses vs. funds raised.

CASH DONATIONS

Be prepared to accept cash donations as some will not be able to participate with the event, but will still want to contribute. Having envelopes on hand is a great way to accommodate those who would like to make a cash or check donation.

SPONSORSHIPS

It is important to involve your community to encourage donations. You may find that there are sponsorship opportunities from other companies and individuals who can help with supplies, manpower, food etc., to help with the fundraising event.

Local groups such as lions club, agricultural groups, etc., are more than happy to volunteer or donate to the event. Also, venues such as community centers and schools can donate their location for use. This allows your event budget to go further.

Encourage Sponsors with Incentives

Give incentives for sponsorships to encourage companies to sponsor. For example, hang a banner that displays the logos of companies that sponsored your event.

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Encourage your Audience to Donate

Let your audience know throughout the event that 100 percent of the net proceeds will go to the backpack program.

THANK YOUS

An important and often missed task is showing your appreciation to those who made your fundraiser a success. Make sure that the benefiting organization takes the time to send thank you notes to everyone that donates and to everyone who is involved in your event.

KEY COMPONENTS

MARKETING

PROMOTING YOUR FUNDRAISER

Your event needs to be aggressively marketed through multiple platforms. You need to convince your supporters that your fundraiser is worthy of their time and money. You also need to raise awareness of child hunger in your community and advertising is the route to do so. Use your community and local news resources, social media and Drive to Feed Kids media to help promote your event.

TARGET AUDIENCE

Your target audience is broad, so a variety of media is the best way to reach your community. Market to not only your customers and business partners, but your entire community. Start your marketing ventures early. These types of events are very effective if you have a large audience.

Get Media Sponsors

If you are looking at marketing through paid advertising, funding this media is a great way to incorporate sponsors. For example, a company can sponsor a billboard, radio or magazine ad. Simply include their logo or company name into the media they sponsor as an added incentive.

TIMING

Make sure you promote well in advance of your event. Thirty days is the rule of thumb for submitting media but the lead time may be even longer for things like monthly magazines and billboard artwork. It is also important to discuss run time of your ads. Make sure your media runs as close as it can up to the day of your event and doesn't run after.

Advertise your Event Early

Begin advertising your fundraiser a minimum of two weeks prior to your event date. This allows for plenty of time for community members to plan their attendance and spread the word.

NETWORKING

Word of mouth is a powerful tool and it's free. Ask friends, family, coworkers and others close to you to share your message with their networks such as church groups, clubs/organizations, family and friends, customers/coworkers, etc.

PERSONAL TOUCH

You should personally invite as many people as possible. This can be done in person, by phone or by mailing a handwritten invitation. For an even more personal touch, hand deliver your invitations.

Where to Advertise:

- Newspaper and Magazine Ads
- Radio Advertisements or PSA's (free Radio)
- Social Media Posts and Event Invites
- Billboards, Marquees and Bank Signs
- Websites
- Community Group Calendars
- Posters in Local Businesses
- Banners or Signs throughout Community
- Local News Stations (TV)

KEY COMPONENTS

IMPLEMENTING

PLAN AHEAD

Make a plan for the day of your event and have your agenda ready to go. This ensures you've allowed plenty of time for you and the parties involved (vendors, sponsors, volunteers) to accomplish and set up what they need to do before guests arrive.

COMMITTEE MEETING

Have a meeting before set up with your committee and volunteer to go over the agenda, assign tasks, and answer questions. This gets everyone up to speed on what needs to be done and ensures all tasks are assigned.

BE PREPARED

Sometimes things happen that are beyond our control. It begins to rain or a vendor suddenly cancels. Being prepared for these types of changes on event day and doing your best to overcome these challenges by planning ahead is a best practice.

Remember, with most event "mistakes" it's only you that notice them - your guests have no idea!

TEAR DOWN

Have a plan and a group tasked with striking the event once it's over. You will need several hands to make this process run quickly and efficiently. Be familiar with your venue's requirements on how to leave the space and what tasks need to be completed.

Also, be sure you can complete the tear down within the allotted time frame that the venue asks for you to be out of the space.

TASK LISTS

Create a task list and organize your to do's before event day to ensure you don't miss any of the things you and your committee need to accomplish on the day of.

Greet your Guests

The personal touch of a host greeting their guests makes them feel welcomed and important. Simply being at the entrance to say hello and thank them for coming encourages them to participate

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ENJOY THE DAY

With so much going on, it's easy to get caught up in the fast-paced activities of the event. Remember to take a moment and enjoy the day. Soak up the wonderful collaboration of you and your community coming together to help feed hungry kids.

FOLLOW-UP

Once your event has completed, have a plan in place to announce your earnings. You will want to release to your audience the fundraiser's success at the event, if possible. You will definitely want to follow up with a note to any news or media groups along with any photos or videos taken.

Be sure to send out your event's follow-up to Drive to Feed Kids by completing our Event Summary Form.

PRINT MEDIA

Printed material is a longstanding and foundational approach to marketing. Distribute a variety of media throughout the community to attract donors to your fundraiser. Many businesses will allow you to display posters, pamphlets or signs for free. Banners and billboards can be purchased if planned well in advance. Distribute your material early and have a plan to remove these items once your event is over.

Billboards Make a Big Impact

Give incentives for sponsorships to encourage companies to sponsor. For example, hang a banner that displays the sponsor logos to recognize companies that sponsored your event.

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DRIVE TO FEED KIDS OFFERS CUSTOM PRINT MEDIA

Submit a Media Request form to order custom DTFK print material to help advertise your event. We offer several options so you have a variety of media to distribute throughout your community. Our print media options are below.

Invitations



Invitations create a more formal or personal touch to those important donors or sponsors that you would like to attend. Drive to Feed can custom print information or leave them blank for a handwritten message.

Pamphlets



Pamphlets offer more details about your event. These are great for recruiting sponsors or to entice donors about your efforts. Leave them in your local business waiting rooms, restaurants, lobbies and other areas where people are more likely to read through them.

Posters



Posters are a popular option for marketing events. Ask local businesses to display them and use them as calling cards to recruit donors and sell tickets. Use Volunteers to distribute them quickly and "paint the town" with posters to make a big impact.

Tickets



Tickets are a convenient way to track your headcount, an important factor when planning your event. Use them for prize drawings, entry or meal tickets.

MARKETING

DIGITAL MEDIA

Digital Media is the modern approach to advertising. Digital media are options like radio and television commercials, news stories on your local station and ads posted to websites and digital publications. These marketing avenues are very effective as they typically reach broad audience. While these media tend to cost more to use, it may not be as expensive as you think. There are opportunities to receive a reduced rate for advertising a charity event.

Interview with Local News Stations

Your local TV news groups may be interested in running a news story. Send them a media release that details your events information well in advance of your event and invite them for an interview and to film on site of your event. This is an easy way to gain free exposure for your event.

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DRIVE TO FEED KIDS OFFERS CUSTOM DIGITAL MEDIA

Submit a Media Request form to order custom DTFK digital material to help advertise your event. We offer several options so you have a variety of media to distribute throughout your community. Our digital media options are below

Ads

Drive to Feed Kids offers you a customized ad to send to digital (and print) publications. Start by finding out the publication's guidelines and how to submit. You may be able to negotiate a reduced rate for placement because you are raising money for a non-profit organization

Media Releases

Ask local news groups to cover your event. DTFK can provide you with a media release to officially announce your event.

Be sure to send these out far in advance and invite them for an interview.

Radio

Paid ads on local radio stations are a great outreach avenue that's cost efficient.

PSAs are available but be sure to find out the station's guidelines before submitting. Find out who handles PSAs and work with them directly.

Television

Depending on the scope and size of your event, a TV commercial on local channels may be a viable option to reach a large audience.

Drive to Feed Kids' radio script is a great start to begin writing your commercial. Check with your local stations on guidelines and recommendations.

EMAIL

Email is a quick and easy tool to promote your event. Ask your chamber of commerce, local groups and organizations and other entities with distribution lists if they would send an email advertising your event to their members.

WEBSITES

Remember to promote your event on your own website early in the process. Request community groups like the Chamber of Commerce to add your event to their website calendar.

SOCIAL MEDIA

Social Media is not only a free platform, but an extremely powerful tool that should definitely be a part of your marketing plan.

Make use of multiple platforms to reach a wide audience. Create posts, event invites, advertisements and encourage your networks to share them.

Create a Facebook Page

Creating a page for your event is quick and easy. Having a page dedicated to your event allows your community a central location to find information, a platform to communicate updates to your guests, and an avenue to encourage engagement and interaction with your community.

TIP

DRIVE TO FEED KIDS OFFERS CUSTOM SOCIAL MEDIA

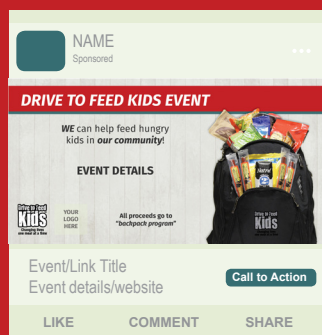
Submit a Media Request form to order custom DTFK social media ads to help promote your event. Our social media options are below.

Images



A best practice when using social media Drive to Feed Kids offer custom images to accompany your posts. This grabs your viewers attention and can convey pertinent information quickly.

Links/Ads



Create an event on Facebook, a link post on Twitter, or an ad post on Instagram. These "Call to Action" post drives traffic to your event and engages the viewer to learn more.

Post to Any Platform



Drive to Feed Kids provides media for multiple platforms. To expand your reach, we recommend posting to more than one Social Media site.

Post to DTFK



Drive to Feed Kids has a facebook page where we promote events across the nation. Submit your request to add your event to our page and we will share your posts and add your event to our calendar.

CHECKLIST

YOUR EVENT CHECKLIST

There are several steps to creating your fundraiser. The best way to maximize your efforts and the generosity of your community is to be organized. Here is a checklist to make sure you have everything you need completed prior to your event.

PLAN YOUR EVENT

- ☐ Plan and Finalize Key Details of your Event
 - Decide what event you would like to have
 - Choose a name for your event
 - Create an event agenda
 - Establish your fundraising goal
 - Choose a beneficiary for money raised
- ☐ Create your Event Budget
 - Procure sponsorships from community
- ☐ Choose a Venue
 - Visit prospected sites and finalize a contract
- ☐ Assemble Your Committee
 - Assign leaders to oversee group tasks
 - Seek volunteers from local organizations

MARKET YOUR EVENT

- ☐ Market your Event
 - Submit your [DTFK Event Media Request Form](#)
 - Send media release to local news and community groups
 - Post event information to social media (continue to post frequently leading up to the event)
 - Distribute print and digital media throughout community

POST EVENT

- ☐ Complete Event Follow-Ups
 - Send thank yous to donors, volunteers and sponsors
 - Send follow up notes and event photos, videos to local news and community groups
 - Submit your [DTFK Food Donation](#) order
 - Submit your [DTFK Event Reimbursement](#) request

FORMS AND MATERIALS

Access Drive to Feed Kids forms and materials in the Appendix. Select a title from the list to be taken directly to the resource.

<u>AUCTION ITEM REQUEST FORM</u>	18
<u>CUSTOMER ENROLLMENT FORM</u>	20
<u>EVENT REIMBURSEMENT FORM</u>	21
<u>EVENT SUMMARY FORM</u>	23
<u>FOOD DONATION REQUEST FORM</u>	25
<u>MEDIA REQUEST FORM</u>	27

Drive to Feed Kids Auction Item Request Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

Drive to Feed Kids offers you various items to use if you plan to host a raffle drawing or live or silent auction during your event. To order items for your fundraiser, please submit this form no later than **4 weeks prior** to your event date. Submit your request to the Nutra Blend marketing department by emailing your completed form to marketing@nutrablend.net. The cost of the item and shipping costs will be deducted from the event reimbursement you may qualify to receive.

COMPANY INFORMATION:

COMPANY NAME:

NAME:

TITLE:

EMAIL:

PHONE:

SHIPPING INFORMATION:

Please allow up to **10 business days** for your items to arrive.

☐ CHECK IF SAME AS ABOVE

SHIPPING
ADDRESS:

CITY:

STATE:

ZIP:

NAME:

TITLE:

EMAIL:

PHONE:

WHAT DATE WOULD YOU LIKE THE DONATION TO ARRIVE BY?

ITEM OPTIONS:

PLEASE SELECT THE ITEMS YOU LIKE TO RECEIVE FOR YOUR EVENT:

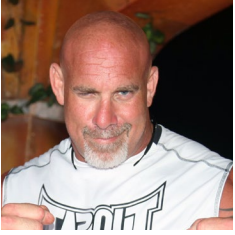
OUTDOOR ITEMS

☐

TRAEGER TEXAS GRILL

The Original. The Legend. When the neighborhood hears you bought a Texas Pro, in all its colossal grillin' glory, they might just crown you King of the Cul-de-sac. It features a digital pro controller with dual meat probes and an extra grill shelf. With 884 square inches of cooking surface, you've got the space to invite them all for supper.

- Est. \$1,000 + shipping
- Includes grill cover and 1 bag of smoker pellets



PRO ATHLETE AND ACTOR BILL GOLDBERG

William Scott Goldberg is an American actor, professional wrestler, former football player and former mixed martial artist color commentator. His football career began with a scholarship to play for the University of Georgia Bulldogs as a defensive tackle before moving on to the LA Rams and Atlanta Falcons. Goldberg is most known for his success in WWE as a highly popular and champion wrestler. He is also an actor and TV host appearing on several hit television shows.

- Est. \$100 + shipping

- ☐ SIGNED ATLANTA FALCONS HELMET ☐ SIGNED WRESTLING GLOVES
- ☐ SIGNED GEORGIA BULLDOGS HELMET



COACH DICK VERMEIL

Former Coach Dick Vermeil was the legendary head coach for NFL teams the Philadelphia Eagles, the St. Louis Rams and the Kansas City Chiefs. Vermeil took every team from a losing record to the playoffs by his third season. He coached the Rams to their only NFL Super Bowl title in St. Louis over the Tennessee Titans. In 2014, he was inducted into the Rose Bowl Hall of Fame and owns the distinction of being named "Coach of the Year" on four levels: high school, junior college, NCAA Division I, and professional football.

- Est. \$100 + shipping

- ☐ SIGNED NFL FOOTBALL



MAJOR LEAGUE PITCHER JIM MORRIS

Jim Morris' incredible story was captured in the Disney major motion picture, "The Rookie" starring Dennis Quaid. Overcoming incredible odds, Morris went from a small town teacher to major league baseball pitcher in just three short months. In 1999, he pitched for the Tampa Bay Devil Rays and in 2000 he signed with the Los Angeles Dodgers before retiring in 2001.

- Est. \$100 + shipping
- Includes a copy of "The Rookie" DVD

- ☐ SIGNED BASEBALL



LEGENDARY QUARTERBACK KURT WARNER

Hall of Fame Kurt Warner has led an incredible career in pro football successfully leading teams like the St. Louis Rams, the New York Giants, and the Arizona Cardinals as a championship quarterback breaking records and earning incredible accolades along the way. Most notably was his time with the Rams, where his '99 Super Bowl win earned him the title of MVP. Arguably at his best in the postseason, Warner has earned several NFL career postseason records, Warner holds the Super Bowl record for most career passing yards with 1,156 and notched the top three passing performances in Super Bowl history.

- Est. \$100 + shipping

- ☐ SIGNED NFL FOOTBALL ☐ SIGNED NOTRE DAME HELMET



COACH LOU HOLTZ

Lou Holtz has established himself as one of the most successful college football coaches of all time. He is the only coach in the history of college football to take six different teams to a bowl game, win five bowl games with different teams and have four different college teams ranked in the final Top 20 poll. Inducted into the College Football Hall of Fame in 2008, Holtz has been head coach for Notre Dame, Minnesota, Arkansas, North Carolina and NFL's the New York Jets.

- Est. \$100 + shipping

- ☐ SIGNED NFL FOOTBALL ☐ SIGNED NOTRE DAME HELMET



Drive to Feed Kids Customer Enrollment Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

You can count on us! We agree to join the Drive To Feed Kids initiative.

- We will identify and partner with an existing child hunger relief program in our area; if we can't find one, we agree to start one.
- In addition to donations provided by Nutra Blend and its sponsoring vendors, we will actively engage in other forms of fundraising in our quest to help food insecure children.
- We will commit to give our best effort to achieve fundraising goals.
- We will use the funds raised in an appropriate manner and support only approved organizations that help feed food insecure children.

By completing this form, we commit to the items above and are eligible for donations from Nutra Blend and vendors affiliated with the Drive To Feed Kids movement for approved child hunger relief initiatives in our area.

COMPANY INFORMATION:

COMPANY NAME:

ADDRESS:

CITY:

STATE:

ZIP:

PHONE:

EXT:

CUSTOMER CONTACT INFORMATION:

NAME:

TITLE:

EMAIL:

PHONE:

CUSTOMER SIGNATURE: _____

DATE: _____

NB SALES REP SIGNATURE: _____

DATE: _____

NUTRA BLEND SALES REPRESENTATIVE

PRIMARY CUSTOMER ACCOUNT NUMBER:

CRP ACCOUNT NUMBER (IF APPLICABLE):

Please list the primary Nutra Blend customer account number.

Please list the Customer Rewards Program account number.

ADDITIONAL CUSTOMER ACCOUNT NUMBERS (IF APPLICABLE):

Please list all additional Nutra Blend customer account numbers and locations that are associated with this DTFK account.



Drive to Feed Kids Event Reimbursement Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

Thank you for hosting a Drive to Feed Kids fundraising event for your backpack program. As a part of the Drive to Feed Kids program, a reimbursement of up to \$4,000 is offered for eligible expenses to event holders that have met the following event requirements.

1. The Drive to Feed Kids event must be communicated with Nutra Blend sales and marketing department at least 30 days prior to the event date.
2. Media outreach must be conducted to promote their Drive to Feed Kids event.
 - At least one form of the following media must be used and be accessible to the local community.
 - Radio or TV advertisements
 - 3 or more social media posts
 - Posters hung throughout local community
 - Media must be published within a suitable time frame to engage the community (no later than 2 weeks prior to the event.)
3. A fundraising plan that is committed to exceed the cost of the event and strives to reach the goal of donating a surplus of funds to a program that feeds kids is required.
4. The below is required post event:
 - Event Summary Form post event within 30 days
 - Photos must be included with form submission and names of any persons present in photos must be included.
5. The funds raised and donated must support a legitimate backpack program and/or nonprofit organization that feeds kids.

To request your reimbursement, please complete the following information and submit your form along with itemized receipts to the Nutra Blend marketing department via email to marketing@nutrablend.net. If approved, you are subject to receive up to the amount of eligible expenses you submit for your event.

COMPANY INFORMATION:

BUSINESS NAME:
(for payments)

1099 REPORTING NAME:
(if different from above)

ADDRESS:

CITY: **STATE:** **ZIP:**

PHONE: **EXT:**

CUSTOMER CONTACT INFORMATION:

NAME: **TITLE:**

EMAIL: **PHONE:**

If you have not previously submitted a W-9 form to the Nutra Blend Marketing department, please submit one along with this form. If you do not have a form, the marketing department can provide one to you. This is required in order to issue payments, therefore you cannot receive a reimbursement until a W-9 form is submitted.

REQUESTED CHECK ARRIVAL DATE:

EVENT NAME:

To qualify for an event reimbursement, you must complete the Event Summary form. If you have not previously submitted the Event Summary form, please submit one along with this form. If you do not have a form, the marketing department can provide one to you.

Please submit your receipts for items listed along with your form. Expenses eligible for reimbursement must have directly contributed to the Drive to Feed Kids event listed on this form with the purpose of supporting the overall fundraising goal of the event. Items listed for reimbursement are subject to approval.

VENDOR	DESCRIPTION	AMOUNT
TOTAL		



Drive to Feed Kids Event Summary Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

Please submit this form no later than **30 days post** your event date. Submit your request to the Nutra Blend marketing department by emailing your completed form to marketing@nutrablend.net. For those who wish to receive the event reimbursement for their DTFK event, this form must be completed within the requested time frame.

COMPANY INFORMATION:

NAME:

ADDRESS:

CITY: STATE: ZIP:

PHONE: EXT:

CUSTOMER CONTACT INFORMATION:

NAME: TITLE:

EMAIL: PHONE:

CHARITY INFORMATION:

NAME:

ADDRESS:

CITY: STATE: ZIP:

WEBSITE: SOCIAL MEDIA:

HOW MANY FOOD INSECURE CHILDREN ARE SUPPORTED BY THIS ORGANIZATION?

CHARITY CONTACT INFORMATION:

NAME: TITLE:

EMAIL: PHONE:

EVENT INFORMATION:

EVENT NAME:

EVENT DATE(S):

EVENT TIME:

EVENT LOCATION:

ADDRESS:

CITY:

STATE:

ZIP:

EVENT PURPOSE:

EVENT SUMMARY:

**HOW MANY YEARS HAVE YOU BEEN
HOSTING THIS EVENT?**

**HOW MANY PEOPLE ATTENDED YOUR
EVENT?**

WERE THERE ANY SPECIAL OR PROMINENT GUESTS AT YOUR EVENT? IF SO, WHO?

WHAT WAS THE COMMUNITY'S REACTION/RESPONSE TO YOUR EVENT?

WHAT WAS YOUR MOST MEMORABLE MOMENT OF THE EVENT?

WOULD YOU HOST AN EVENT LIKE THIS AGAIN? WHY OR WHY NOT?

**WHAT WAS YOUR FUNDRAISER'S
MONETARY GOAL?**

**WHAT WAS THE TOTAL
AMOUNT RAISED?**

**WHAT WAS THE TOTAL
AMOUNT DONATED?**

SUBMIT EVENT PHOTOS: Please include photos of your event and list the names of any persons shown in the photos (if applicable). Submit them along with your completed form to marketing@nutrablend.net.



Drive to Feed Kids Food Donation Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

Drive to Feed Kids will donate viable sources of animal protein to your backpack program in conjunction with your Drive to Feed Kids event. DTFK pledges to donate one of the following per event:

DTFK pledges to donate 1 meat stick per backpack for up to 3 months or a maximum of 6,000 meat sticks.

OR

DTFK pledges to donate 1 pallet of Natrel 2 percent white milk (2,646 cartons).

Submit your request to the Nutra Blend marketing department by emailing your completed form to marketing@nutrablend.net no later than **5 weeks prior** to your event date.

COMPANY INFORMATION:

COMPANY NAME:

NAME:

TITLE:

EMAIL:

PHONE:

CHARITY INFORMATION:

DONATION RECIPIENT:

HOW MANY BACKPACKS ARE PACKED PER WEEK?

SHIPPING INFORMATION:

Milk Orders - Shipment Information: The shipping location must have a loading dock available to accommodate a tractor-trailer and equipment necessary to unload pallets. Please allow **up to 5 weeks** for your delivery to arrive.

SHIPPING
ADDRESS:

CITY:

STATE:

ZIP:

NAME:

TITLE:

EMAIL:

PHONE:

WHAT DATE WOULD YOU LIKE THE DONATION TO ARRIVE BY?

DONATION REQUEST INFORMATION:

PLEASE SELECT WHICH TYPE OF DONATION YOU ARE SUBMITTING:

- ☐ **I'M HOSTING A DRIVE TO FEED KIDS EVENT AND WOULD LIKE TO REQUEST THE FOLLOWING DONATION(S).**

EVENT NAME:

EVENT DATE(S):

PLEASE SELECT WHICH ITEM(S) YOU WOULD LIKE TO DONATE:

☐

MEAT STICKS

- Minimum purchase of 1 box required
- 1 box contains 144 meat sticks.

ORDER QUANTITY:

BOX(S)

☐

MILK

- Minimum purchase of 1 pallet is required.
- 1 pallet contains 2,646 cartons of milk.
- The shipping location must have a loading dock available to accommodate a tractor-trailer and equipment necessary to unload pallets.
- Please allow up to 3 weeks for your delivery to arrive.

ORDER QUANTITY:

PALLET(S)



Drive to Feed Kids Event Media Request Form

3200 E. 2nd Street | Neosho | MO | 64850 | P: (417) 451-6111 | F: (417) 451-4515

Drive to Feed Kids offers you various media to assist you with the promotion of your event. From press releases and posters, to social media and radio announcements, DTFK offers many options to help advertise your event to your community.

To order media for your fundraiser, please submit this form **no later than 4 weeks prior** to your event date. Submit your request to the Nutra Blend marketing department by emailing your completed form to marketing@nutrablend.net. Any costs associated with the production of your media will be deducted from the event reimbursement you may qualify to receive.

COMPANY INFORMATION:

COMPANY NAME:

ADDRESS:

CITY: **STATE:** **ZIP:**

PHONE: **EXT:**

CUSTOMER CONTACT INFORMATION:

NAME: **TITLE:**

EMAIL: **PHONE:**

DOES THIS CONTACT INFORMATION NEED TO BE INCLUDED ON MEDIA ITEMS?

☐ YES ☐ NO

EVENT INFORMATION:

EVENT NAME:

EVENT DATE(S): **EVENT TIME:**

EVENT LOCATION:

ADDRESS:

CITY: **STATE:** **ZIP:**

WEBSITE: **SOCIAL MEDIA:**

BENEFITING CHARITY:

EVENT SUMMARY: Please describe the details of your event and activities you have planned. Include any information you would like to communicate to your attendees.

INCLUDE YOUR LOGO

INCLUDE YOUR COMPANY LOGO:

To include your company logo on any print or digital media, please attach an image file in .jpeg, .png or .eps format when emailing your form.

☐ YES ☐ NO

INCLUDE YOUR CHARITY LOGO:

To include your backpack program or charity's logo on any print or digital media, please attach an image file in .jpeg, .png or .eps format when emailing your form.

☐ YES ☐ NO

ORDER OPTIONS

PRINT MEDIA

Check the box next to each item you would like to order. You will have the opportunity to review all media before items are sent to print. You have the option to receive digital files to print your media locally or have the items printed and shipped to you. Please allow up to **10 business days** from your order submission date for your items to arrive. Any costs associated with the production and shipment of your media will be deducted from the event reimbursement you may qualify to receive.

☐

STANDARD POSTER

8.5" x 11" Card Stock

QUANTITY:

☐

INVITATION

4" X 6" Card

QUANTITY:

☐

PAMPHLET

5" x 7" 4-Page Pamphlet includes event information

QUANTITY:

☐

LARGE POSTER

11" x17" Card Stock

QUANTITY:

☐

TICKET

5" x 2" Card Stock

QUANTITY:

☐ CONTACT INFO

☐ NUMBERED

DIGITAL MEDIA

Check the box next to each item you would like to order. You will have the opportunity to review all media before receiving your final items. Please allow up to **10 business days** from your order submission date for your items to arrive.

☐ MEDIA RELEASE

Drive to Feed Kids can provide you with a media release to distribute to your local media outlets including news radio, television and community outreach organizations. If you are interested in this option, select the box. The marketing team can answer questions and provide more information about media releases.

☐ RADIO SCRIPT

Drive to Feed Kids can provide you with a 30 or 60 second script to promote your event on local radio channels. If you are interested in this option, select the box and the marketing team will contact you to provide more information and answer questions.

☐ PUBLICATION AD

Drive to Feed Kids can provide you with a custom advertisement for your local publications. Provide the information below to request.

DIMENSIONS: (L X W)

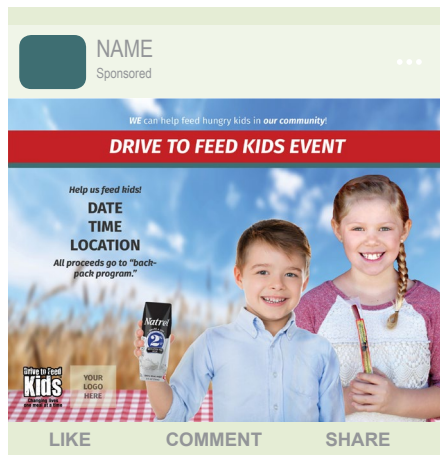
DUE DATE:

BLEED: ☐ YES ☐ NO

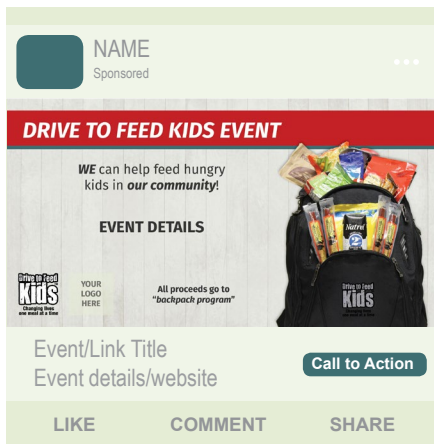
SOCIAL MEDIA

Check the box next to each item you would like to order. You will have the opportunity to review all media before receiving your final items. Please allow up to **10 business days** from your order submission date for your items to arrive. Files will be delivered via email and formatted according to standard specifications so they are ready to upload to your social media platforms.

Example Image Post



Example Event/Link Ad



FACEBOOK:

☐ IMAGE POST
(1,200px x 900px)

☐ EVENT AD
(1,200px x 628px)

Would you like your event shared on the DTFK Facebook page?
☐ YES ☐ NO

INSTAGRAM:

☐ IMAGE POST
(1,200px x 900px)

☐ LINK AD
(1,080px x 1,080px)

TWITTER:

☐ IMAGE POST
(1,200px x 628px)

☐ LINK AD
(800px x 320px)

LINKED IN:

☐ IMAGE POST
(300px x 250px)



**Changing lives
one meal at a time**