

# Delaware Does More

Neighbors helping neighbors—  
all winter long

## 2009 How-to-Help Kit



**Delaware**  
**Does More**  
Neighbors helping neighbors—  
all winter long

Contents:	Page
An Urgent Call for Help	1
How to Help: Food	4
How to Help: Funds	5
Guidelines and Ideas for:	
Businesses	6
Schools	9
Faith-Based Organizations	13

## **An Urgent Call for Help**

Delawareans are still struggling to make ends meet. With the closure of some of Delaware's largest employers, thousands of Delawareans are without work.

When there's no work, there's no money. No food. No utilities. No way to pay the rent, or the mortgage. For a rapidly increasing number of Delawareans, this is the new reality.

Human service agencies from up and down the state report that demands for assistance with food, shelter and heat continue to skyrocket. Demand that is above and beyond the norm. Demand that we cannot meet with current resources.

Delawareans of all ages stepped up to help their neighbors in need last winter when we called on the community's support in helping us to collect food and funds for utility and shelter assistance. The results were remarkable. But the demand for assistance still remains.

What can we do collectively to aid our friends and neighbors—perhaps even our own family members—this winter?

The answer is Delaware Does More. An emergency food and funds drive to ask those who live and work in Delaware to give just a bit more, help more, care more. Now more than ever.

Delaware Does More is a community-based strategy, jointly administered by United Way of Delaware and the Food Bank of Delaware, to address the increased demand for social services to serve all those as we continue to weather this recession we're currently in.

***Delaware Does More* has two goals (incremental):**

- 1. FOOD: 400,000 pounds of food**
- 2. UTILITIES & SHELTER: \$100,000 for utilities and shelter.**

Everyone can help meet these goals. Businesses. Schools. Faith-based groups. Social and civic clubs. Neighborhood associations. Sports teams. Individual families.

How can you help? This kit provides some ideas. But YOU can provide more. Be creative. Be assertive. Be involved.

## How Can I Help Meet the Food Goal?

*Do everything you can to collect as much nonperishable foods as possible.*

*Delaware Does More* is working through the *Food Bank of Delaware* and *The News Journal* to collect and distribute **an additional 400,000 pounds of food**. The Food Bank has the resources and infrastructure to help meet this ambitious goal.

*Here's what you can do:*

1. Contact Charlotte McGarry at the Food Bank at (302) 294-0194 or [cmcgarry@fbd.org](mailto:cmcgarry@fbd.org).
  2. In an effort to be green, the Food Bank requests that organizations use boxes and other containers to hold nonperishable food donations. If barrels are needed, please contact the Food Bank and they'll make arrangements.
  3. Once your collection containers are full, the Food Bank will come out to pick up donations of 20 bags/boxes or more.
  4. You can plan, promote, and manage the food drive in your organization any way you like.
- **CANstruction**: build simple or elaborate sculptures using canned goods. Encourage teams to compete with one another to boost awareness and participation
  - **Food Day**: designate days of the week for specific foods, i.e. Macaroni Monday, Tuna Tuesday, Wheaties Wednesday, Turkey Thursday, Fruity Friday
  - **Special Dress Day**: participants "pay" with food to dress a special way
  - **Let's SAC Hunger or TGIF (Take Groceries in Friday)**: provide brown bags for participants to take home and fill with food or encourage them to bring a brown bag lunch and donate the money they would have spent on a purchased lunch
  - **Bag Hunger Auction**: participants collect auction items from home, "sell" admission tickets (cost of ticket = food item), hold the auction and then the proceeds benefit the Food Bank of Delaware's hunger-relief efforts
  - **Challenges/Competitions**: contests can raise awareness and participation. Some ideas: Largest individual donation, most protein, most unusual food item, most original design for a food collection container, raise our weight in food

## **How Can I Help Meet the Utilities & Shelter Goal?**

*Do everything you can to help raise incremental funds (funds over and above what you and others may already have contributed to United Way or other groups) as quickly as possible.*

*Delaware Does More* is working through United Way of Delaware to raise additional funds to help social service agencies meet the increased demand for assistance with utilities and shelter. The goal is \$100,000 in incremental dollars.

We are asking individuals, businesses, schools, faith-based groups, clubs, and others to raise \$100,000 to meet the anticipated need.

See the following pages for ideas about how you can organize fundraising activities.

For more information about running fundraising drives, contact *Monique Chadband*, at 302-573-3762.

## **Business Organizations: What You Can Do**

### **Keep in Mind:**

- ***Delaware Does More* is NOT part of United Way of Delaware's annual campaign**
  - ***Delaware Does More* accepts checks, cash, and credit cards**
  - **Payroll deduction is NOT available for *Delaware Does More***
  - **E-Pledge payments are NOT available for *Delaware Does More***
- 
- Give an incremental corporate gift to:  
*United Way of Delaware - Delaware Does More Fund.*
  - If you match employee donations to United Way of Delaware, consider directing some or all of that match (by separate check) to *United Way of Delaware – Delaware Does More Fund*
  - Run a company-wide fundraising drive by accepting checks or cash, or directing employees to uwde.org to make credit card donations. Do this over:
    - One day
    - One week
    - One month
  - Activate your internal communications network to challenge employees to make personal donations. Remind them of the need. (See suggested wording attached)
  - Have your CEO or designated leader post a notice on your community net.
  - Have your CEO or designated leader send an e-mail to all staff showing organizational support and asking for people to give.
  - Invite guest speakers from social service agencies to speak to about the increasing need. (United Way of Delaware can assist)
  - Challenge employees to run their own fundraising activities
  - Engage different departments and special-interest clubs within your organization to compete to raise the most in food and fund donations. Encourage creativity!
  - Have musical/choral groups put on a Delaware Does More concert. Audience gains admissions by donating food and funds.
  - Initiate a Delaware Does More competition between different departments and special-interest groups – anything from athletic competitions to chess/checkers competitions to music competitions. Audience gains admission by donating food and funds.
  - Consider a matching gift program.
  - Devote a table or event at your organization's holiday celebrations to collect donations of food or funds for Delaware Does More.
  - More ideas:
    - Casual Dress Day
    - Sports Tournament
    - Bake Sale

Silent Auction  
Carnival  
Bingo Night  
Garage Sale/ Flea Market  
Bowl-A-Thon  
Car Wash  
Used CD/Video/Book sale  
Coupon Books  
Raffle  
Pizza Party  
Pancake Breakfast  
Karaoke Contest

### **Sample E-mail Message:**

#### **Please support Delaware Does More.**

It's the time of year for giving. Giving thanks. Giving gifts. And giving help to those in need.

Because of the economic crisis, there are people in Delaware who once gave generously to others who now need help. People who gave to food drives now need food to feed their families. People who donated money to charities are now turning to charities for help with utilities and shelter.

Delaware Does More is a statewide effort to raise 400,000 pounds of food and \$100,000 to help our neighbors in need get through this winter. (Company) name is supporting this effort. And we ask each and every one of you who is able, to give as much as you can.

Thank you.

CEO or designated leader's name

### **Sample Voicemail Message**

Hello. This is (name of CEO or designated leader). I'm calling to let each of you know that (Company name) is committed to providing extra help to our Delaware neighbors in need by supporting Delaware Does More.

Delawareans across the state are facing economic challenges that haven't been seen in a generation. People who have always given help now need help...to put food on the table ... keep the heat on... and for some who haven't been able to keep up with mortgage or rent payments, help finding clean, safe shelter for their families.

There may be someone in your family or in your neighborhood who is struggling right now. Please help by donating food or money to Delaware Does More. [Our goal as an organization is X pounds of food and X dollars.] Please give what you can. Thank you.

### **How Do I Get Started Collecting Food?**

1. Visit [www.fbd.org](http://www.fbd.org) for resources on starting a food drive
2. Contact the Food Bank of Delaware (Charlotte McGarry at (302) 294-0194 or [cmcgarry@fbd.org](mailto:cmcgarry@fbd.org)) Tell us who you are and how to reach you.
3. Execute your plan.
4. When you're finished, contact the Food Bank of Delaware to arrange pick up. The Food Bank will pick up donations larger than 20 bags/boxes.

### **How Do I Get Started Raising Funds?**

1. Form a fundraising team.
2. Name a leader.
3. Make a plan.
4. Contact United Way of Delaware (Monique Chadband, [mchadband@uwde.org](mailto:mchadband@uwde.org), 302-573-3762). Tell us who you are, what your plan is, and how to reach you.
5. We will send you an envelope for recording your donations.
6. Execute your plan.
7. When you're done, put the proceeds in the envelope and call United Way.

### **How Do I Process Donations to *Delaware Does More?***

#### Internal Fundraising Drive

- 1) Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting, and tax receipts. Cash is also accepted. Cash gifts will require a list of donors, donor addresses, and individual donation amounts to be eligible for tax receipting.
- 2) United Way of Delaware will supply the Fundraising Leader with Delaware Does More envelopes. These envelopes will be clearly marked with Delaware Does More when delivered to your organization.
- 3) Credit card donations may be made ONLY online at [www.uwde.org](http://www.uwde.org). Select "Donation," "Make a donation," then choose "Delaware Does More."
- 4) Checks should be made payable to UWD – Delaware Does More.

#### Individual Contributions:

- 1) Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting, and tax receipts. Cash is also accepted.

- 2) Checks should be made payable to UWD – Delaware Does More. Mail checks to United Way of Delaware, Delaware Does More Campaign, 625 N. Orange Street, Wilmington, DE 19801.
- 3) Credit card donations may be made ONLY online at [www.uwde.org](http://www.uwde.org). Select “Donation,” “Make a donation,” then choose “Delaware Does More.”

## **Educational Institutions: What You Can Do**

- Have the principal or other school leader talk about Delaware Does More over the intercom or at a student assembly to inform students, faculty and administration of the need in the community and to ask for help with food or funds. (See sample announcement to follow.)
- Set a day or day(s) to take up food and monetary collections for Delaware Does More.
- Post “Delaware Does More/What Can You Do?” on the sign outside your school building.
- Have your principal or school leader post a notice on the school’s website. (See sample e-mail to follow.)
- Have your principal or school leader send an e-mail to parents and school staff.
- Invite guest speakers from social service agencies to speak to the students/staff.
- Devote a table or event at your school’s holiday celebration to collect donations of food or funds for Delaware Does More.
- Engage youth and teen groups to collect food and funds in their communities.
- Engage special-interest groups and clubs within the school to compete to raise the most in food and fund donations. Encourage creativity!
- Have musical/choral groups put on a Delaware Does More concert. Audience gains admissions by donating food and funds.
- Initiate a Delaware Does More competition between different grades, different homerooms, different clubs – anything from athletic competitions to chess/checkers competitions to music competitions. Audience gains admission by donating food and funds.
- Institute an art challenge. Student artists can paint or draw an image of neighbors helping neighbors. Art can be posted in lobby or along hallways as ongoing reminder of Delaware Does More.
- More ideas:
  - Sports Tournament
  - Bake Sale
  - Silent Auction
  - Carnival
  - Bingo Night
  - Management Services Auction – have your principal clean your locker!
  - Garage Sale/ Flea Market
  - School Staff Dunk Tank or Pie Toss
  - Casino Night
  - Bowl-A-Thon
  - Car Wash
  - Used CD/Video/Book sale
  - Coupon Books
  - Raffle
  - Pizza Party
  - Pancake Breakfast
  - Karaoke Contest

### **Sample E-mail Message:**

#### **(School) supports Delaware Does More.**

It's the time of year for giving. Giving thanks. Giving gifts. And giving help to those in need.

Because of the economic crisis, there are people in Delaware who once gave generously to others who now need help. People who gave to food drives now need food to feed their families. People who donated money to charities are now turning to charities for help with utilities and shelter.

Delaware Does More is a statewide effort to raise 400,000 pounds of food and \$100,000 to help our neighbors in need get through this winter. (School) name is supporting this effort. And we ask each and every family who is able, to give as much as you can. Thank you.

Principal or designated leader's name

### **Sample P.A. Announcement**

Hello. This is (Name of Principal or designated school leader). I'd like to let each of you know that (School name) is committed to providing extra help to our Delaware neighbors in need by supporting Delaware Does More.

Times are tough for many families and people need help. Help with food and help paying for heat and a place to stay.

There may be someone in your neighborhood who is struggling right now. Please help by donating food or money to Delaware Does More. [Our school goal is X pounds of food and X dollars.]. Thank you.

### **How Do I Get Started Collecting Food?**

1. Visit [www.fbd.org](http://www.fbd.org) for resources on starting a food drive
2. Contact the Food Bank of Delaware (Charlotte McGarry at (302) 294-0194 or [cmcgarry@fbd.org](mailto:cmcgarry@fbd.org)) Tell us who you are and how to reach you.
3. Execute your plan.

4. When you're finished, contact the Food Bank of Delaware to arrange pick up. The Food Bank will pick up donations larger than 20 bags/boxes.

### **How Do I Get Started Raising Funds?**

1. Form a fundraising team.
2. Name a leader.
3. Make a plan.
4. Contact United Way of Delaware (Monique Chadband, mchadband@uwde.org, 302-573-3762). Tell us who you are, what your plan is, and how to reach you.
5. We will send you an envelope for recording your donations.
6. Execute your plan.
7. When you're done, put the proceeds in the envelope and call United Way.

### **How Do I Process Donations to *Delaware Does More?***

#### Internal Fundraising Drive

1. Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting and tax receipts. Cash is also accepted. Cash gifts will require a list of donors, donor addresses, and individual donation amounts to be eligible for tax receipting.
2. United Way of Delaware will supply the Fundraising Leader with Delaware Does More envelopes. These envelopes will be clearly marked with Delaware Does More when delivered to your organization.
3. Credit card donations may be made ONLY online at [www.uwde.org](http://www.uwde.org). Select "Donation," "Make a donation," then choose "Delaware Does More."
4. Checks should be made payable to UWD – Delaware Does More.

#### Individual Contributions:

1. Checks and Credit Card contributions are preferred, for ease of processing, record-keeping, reporting, and tax receipts. Cash is also accepted.
2. Checks should be made payable to UWD – Delaware Does More. Mail checks to United Way of Delaware, Delaware Does More Campaign, 625 N. Orange Street, Wilmington, DE 19801.
3. Credit card donations may be made ONLY online at [www.uwde.org](http://www.uwde.org). Select "Donation," "Make a donation," then choose "Delaware Does More."

## Faith-Based Organizations: What You Can Do

- Have the congregation leader talk about *Delaware Does More* as an effective way people can help meet an urgent need in the community.
- Set a day or day(s) to take up food and monetary collections for *Delaware Does More*.
- Post “Delaware Does More/What Can You Do?” on the sign outside your worship house.
- Have congregation members speak of people they know who need help.
- Have your congregation leader post a notice on your congregation’s website.
- Have your congregation leader post a notice in your congregation’s bulletin or newsletter.
- Invite guest speakers from social service agencies to speak to the congregation about the increasing need.
- Devote a table or event at your congregation’s holiday celebration to collect donations of food or funds for Delaware Does More.
- Engage youth and teen groups to collect food and funds in their communities.
- Engage special-interest groups within the congregation to compete to raise the most in food and fund donations. Encourage creativity!
- Have musical/choral groups put on a Delaware Does More concert. Audience gains admissions by donating food and funds.
- Initiate a Delaware Does More competition between youth groups of different congregations – anything from athletic competitions to chess/checkers competitions to music competitions. Audience gains admission by donating food and funds.
- Institute an art challenge among youth groups. Young artists can paint or draw an image of neighbors helping neighbors. Art can be posted in social hall or lobby as a reminder of Delaware Does More.
- More ideas:

Sports Tournament

Bake Sale

Silent Auction

Carnival

Bingo Night

Garage Sale/ Flea Market

Bowl-A-Thon

Car Wash

Used CD/Video/Book sale

Coupon Books

Raffle

Pizza Party

Pancake Breakfast

Karaoke Contest

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**(Congregation) supports Delaware Does More.**

It's the time of year for giving. Giving thanks. Giving gifts. And giving help to those in need.

Because of the economic crisis, there are people in Delaware who once gave generously to others who now need help. People who gave to food drives now need food to feed their families. People who donated money to charities are now turning to charities for help with utilities and shelter.

Delaware Does More is a statewide effort to raise 400,000 pounds of food and \$1000,000 to help our neighbors in need get through this winter. (Faith-based organization) is supporting this effort. And we ask each and every one of you who is able, to give as much as you can. May your generosity be a blessing to you and your family. Thank you.

(signed)  
Congregation leader.

### **Sample Phone Greeting**

Hello. This is (name of congregation leader). (Congregation name) is reaching deeper to support Delaware Does More – an emergency food and funds drive to keep our neighbors in need supplied with food, heat, and shelter this winter. Please contribute whatever you can to Delaware Does More. May your generosity be a blessing to you and your family.

### **Poster Templates:**

Use poster templates, to be supplied, to communicate Delaware Does More throughout your organization. Posters can be customizable to feature your organization's name/logo and any goal or fundraising event details.

### **How Do I Get Started Collecting Food?**

1. Visit [www.fbd.org](http://www.fbd.org) for resources on starting a food drive
2. Contact the Food Bank of Delaware (Charlotte McGarry at (302) 294-0194 or [cmcgarry@fbd.org](mailto:cmcgarry@fbd.org)) Tell us who you are and how to reach you.
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