



## People Helping Pantries

This fall, we're asking for your help on a very special project with the potential to help not only the Fraternal Order of Eagles, but thousands of families in need throughout the jurisdiction.

In October, we're encouraging all Aeries and Auxiliaries to participate in our People Helping Pantries food drive. Our goal is to have each Aerie and Auxiliary collect donations to assist a food bank in your area.

Encourage residents in your community to bring non-perishable food items to the Aerie or at a location of your choosing (should space not allow at the Aerie). Plan additional events to coincide with the food drive and utilize the festivities to act as a membership tool.

Millions of people throughout the United States and Canada go hungry each day. Help us make a difference on an International level by participating in this major single-day event.

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**Date:** October 1-31, 2021

**Goal:** To raise awareness for the Fraternal Order of Eagles while supporting local food pantries to feed neighbors in need.

**Aerie/Auxiliary Responsibilities:** Organize a food drive at the Aerie to collect food items and fiscal donations for food pantries. Select a food bank you work with locally or a national food cause if you should choose to do so. Please reach out to the community to let them know about your efforts and increase community donations. Include your hours of operation as well as the pantry you're choosing to donate to.

**Potential ideas include:**

- A drive-thru drop-off area.
- Live music and games to keep potential members at the Aerie.
- Reaching out to local grocery stores or businesses for donations.
- Applications & Brochures to distribute to non-member participants.
- Raffles and 50/50 drawings to benefit the food bank.

- Encourage a local radio station to broadcast remotely during the month.

**Follow Up:** Let the Grand Aerie know what you've raised so we can promote a cumulative total to the betterment of the Order. There is power in numbers. If we total our organizational donation, we have an opportunity to receive wide acclaim.

**Available Materials:**

- 8.5x11 flyer
- 11x17 poster with space for customization

**Coverage Suggestions:** Reach out to media outlets in your area as soon as you're planning to hold an event. The sooner you alert them, the better they can plan to provide coverage. Let them know that this is an international initiative as it adds interest for your local media. Arrange in advance for a pantry to receive the goods so they can assist you in the promotion of the event.

**Promotional Items:** Be sure to order applications, Who We Are brochures and Charity Foundation brochures through the Supply Department to present to any non-member donors who stop by during the day. This is a golden opportunity to help grow membership.