

VOLUNTEER FACT SHEET

For the largest food drive in Texas History

January 14-February 3, 2019

benefiting your local food bank



tacklehunger.org

Thank you for volunteering to serve in a grocery store the weekends leading up to the Big Game right here in Houston! You are taking part in the largest food drive in Texas history! We know that volunteers are instrumental to the success of this food drive. Last year over 3.2 million meals were collected by volunteers like you to help those in need in the greater Houston area.

We need your service now more than ever to generate 4 million meals before the big game! The information on this sheet should help answer any questions you may have or what shoppers may ask.

Here is what you will be doing...

When you arrive at the store, report to the Business Center (H-E-B), Guest Services (KROGER) or Customer Service (Randalls). That person will take you to a display of pre-packaged tackle hunger bags or tear pads. You and up to two other volunteers will stay in the area of the display. As shoppers come by, ask them if they have heard about Souper Bowl of Caring. If they act interested, suggest some of the ways they can support the collection.

- ***In ALL STORES:*** suggest that they buy one of the prepackaged bags and drop it in one of the collection bins or donate at the register. You may want to note exactly where the collection bin is in the store. Each bag will have a register tape on it indicating how much the bag costs. Bags may have different items in them, causing a difference in the price. Encourage customers to purchase a hunger-bag tear pad or to donate at the register. Each tear pad represents 9 food items from the food banks' list of most-needed items.

Please do not be overly aggressive with the shoppers. Being friendly, helpful and informative will work great! Continue reading for a sample script and ideas on what you should say.

Do not accept any cash donations. All cash donations should be directed to the checkout lanes where customers can use the tear pads (H-E-B), scan cards (KROGER) or pin pad (Randalls) at the registers to process cash donations. Remember, \$1 equals 3 meals for our hungry neighbors!

Volunteer Staffing Requirements: Volunteers under the age of 16 years old must be accompanied by an adult at all times. Please be on time for your shift and dress comfortably and appropriately. You will be on your feet for the duration of the shift. If you need to have your volunteer time validated, *please provide your own form and ask the store manager to sign it for you.*

Who sponsors this food drive?

- Souper Bowl of Caring: A youth-led organization working to transform the weekend of the Big Game into the nation's largest weekend of giving and serving
- Grocery Stores: H-E-B, Kroger and Randalls
- Media: KPRC2, KHOU11, ABC13, FOX26, My20, Telemundo, TeleXitos, Univision, UniMás, KSBJ 89.3, KXNG 91.7 radio, Sportstalk 790 AM, KTRH 740 AM, AMOR 106.5, Latin Mix 104.9 and 93.3, 1010 Univision, 102.9 Que Buena, Sunny 99.1, and Clear Channel Outdoor
- Other local partners: Houston ISD, the Sam Houston Area Council Boy Scouts of America, Accesso Services and Papa John's Houston
- And the Houston Texans (Spokesperson: Steve Slaton)

Who benefits from the food and money collected?

The Houston Food Bank will be the recipient of the food and money. They distribute food to more than 600 hunger relief agencies throughout 18 counties in the greater Houston area, including three Partner Distribution Organizations: the Brazos Valley Food Bank, Galveston County Food Bank, and Montgomery County Food Bank.

Some quick and powerful hunger facts:

- Research shows that more than 46 million Americans live in food insecure households: 1 in 6 are children.
- Texas is the eighth hungriest state for children, where nearly one in four kids are food insecure
- A typical day in Houston means 66,000 people are hungry, 5,000 of which are children

Possible shift times:

The shift times vary at H-E-B, KROGER and Randalls. Use the online registration link to find a convenient store and shift for you! After you register, use this space to record your store location, shift time and fellow volunteers.

Ways to engage customers:

Volunteer: “Good morning/afternoon.”

Customer: “Hello”

Volunteer: “Please join us in the fight against hunger and purchase a tackle hunger bag or make a donation at the register!”

Possible Scenarios:

Customer: “I’m not interested.”

Volunteer: “**Thanks anyways, enjoy your day!**”

Customer: “Oh cool, where do the donations go?”

Volunteer: “**All donations benefit the Houston Food Bank and their partners.**”

Customer: “Great, how much do the bags cost?”

Volunteer: “**Each bag is priced differently.**

Please take a look at the register tape to choose your bag.”

Customer: “How much should I donate?”

Volunteer: “**Thanks for your generosity.**

Did you know that just \$1 provides 3 meals for a hungry person in need? You can choose the amount at the register.”

Counties served by the Houston Food Bank:

Austin	Burleson	Galveston	Liberty	Robertson	Walker
Brazoria	Chambers	Grimes	Madison	San Jacinto	Waller
Brazos	Fort Bend	Harris	Montgomery	Trinity	Washington

Questions? Go to www.tacklehunger.org/houston for more information