

## Your Guide to the 2018 Pantry Appeal

Thank you for joining us for our 2018 Pantry Appeal. With your help, we're able to make an incredible contribution to support families in our local community who are doing it tough.

Below is your step-by-step guide for Pantry Appeal.

We've divided it into 3 sections - *Getting Started*, *Generating Momentum* and *Collection*.

We've also put together a series of Pantry Appeal resources on our website to help you!

## Getting Started

### 1) Set up a collection point

Grab yourself a collection tub to place in a prominent area like reception or assembly area.

GET CREATIVE and send us photos!

### 2) Tell students about the Pantry Appeal

Write about the Pantry Appeal in the school newsletter, speak to students about poverty and food security in our local community and educate them on how they can make a difference!



We've also uploaded videos on our website that you can show your students including a video animation that explains what happens to the food donated during the Appeal. Other videos include client stories so you can see how your donations are making a difference.

### 3) Promote around the school

Put up posters and signs around the school, decorate classrooms and lunch area to make sure everybody knows how to get involved. Check out our website for all our ready-to-print posters and marketing material.

Don't forget to tag us

and use our hashtag!

**#PantryAppeal**

### Helpful Hint

Designate a staff member who is passionate and social media savvy to run this for your team. And take lots of photos!

### 4) Share on social media

By getting involved and contributing toward our Pantry Appeal, you're making a real difference to the lives of vulnerable members in our community.

Show the community how your school is getting behind this fantastic cause by sharing it on social media. On our website, you can find a bunch of social media graphics and examples that we've put together for you to use.



## Generating Momentum

### 1) Make it fun!

Encourage a friendly competition between classes and challenge them to donate the highest number of food items or largest cash donation. Another idea is to create a school tally and have everyone work together.

As an added incentive, consider rewarding and recognising students who make large contributions.



### 2) Staff updates

Encourage your students throughout the appeal by updating them with how many items you've collected this week/ fortnight/ month.

We've written suggestions for you or you can create your own.



### 3) Friendly reminders

In your email communication to staff and parents, remind them of upcoming deadlines eg. "only one more week to bring in your donations!".

For a fun option, we have also created printables that say "don't forget to give", "thanks for donating" and "we love how big your heart is" which will be great to leave on student's desks.

### 4) Encourage families to volunteer

Throughout the appeal churches are holding stalls at shopping centres across Canberra to collect goods and donations from the public. There are plenty of opportunities for your staff and school community to volunteer at these stalls. Contact our team to find out the nearest shopping centre Pantry Appeal stall.

# PANTRY APPEAL

## Collection

### 1) Take photos of classes with everything they collected

We want to see your school really get behind the cause and be encouraged by how much your input is helping struggling families in our local community.

### 2) Organise a drop off time with Anglicare

Due to limited resources, it would be helpful if your team could deliver the items to the Anglicare office in Holt, ACT. If that is not a possibility, please contact our team to organise a collection.

### 3) Thank your school for supporting Anglicare's Pantry Appeal

Thanks to your staff, students and parents incredible generosity, we are able to impact and help hundreds of individuals and families in our community. We're confident that with your help, the 2018 Pantry Appeal will be our most successful year yet! On our website, you'll find printable thank you notes that you can distribute to staff, students and families.

## Provided Materials

Check out our Pantry Appeal School Resources webpage full of goodies for your school to use throughout the Pantry Appeal. With these resources, we've taken out all the hard work for you, so you can help make Anglicare's 2018 Pantry Appeal, the most successful year yet!

### Our School Resources include:

- Pantry Appeal posters
- Social media graphics
- Social media caption ideas
- Printable Pantry Appeal hearts for decorating your reception area
- Animated video explaining the Pantry Appeal
- Client story videos - see how your donations are helping people in the local community
- Suggestions for staff and parent email updates

**If you have any questions about the Pantry Appeal, don't hesitate to contact a member of our team by calling (02) 6278 8416 or contact Tatum by emailing [tatum.zotti@anglicare.com.au](mailto:tatum.zotti@anglicare.com.au)**