



Trick-or-Treating for Canned Goods

"Trick-or-Treat So Others Can Eat"

Dear Concerned Michigander,

Despite being one of the nation's most agriculturally diverse and abundant states, more than 1.7 million people across the state of Michigan face hunger every day. Thanks to regional food banks located across the state, the Food Bank Council of Michigan, and generous farmers like you, these individuals and their families can have access to healthy, nutritious meals. State and county Young Farmer committees have worked closely with local food banks to donate time, funds, and food – an effort called "Harvest for All."

County Farm Bureaus across the state host a variety of events focused on raising either food or fund donations to share with their local food banks through the Harvest for All program. This year, we've developed some new materials to help not only feed our hungry neighbors, but to help engage more Farm Bureau members in serving their communities. We're pleased to present the Trick-or-Treating for Canned Goods planning guide.

Trick-or-Treating for Canned Goods is not only an enjoyable autumn event, but it also brings a variety of groups together including the young farmers and P&E volunteers, their families, regular members and other community members who choose to donate their items and time. If this event would be a great addition to your county's program of activities, we put together a packet of information to help plan and organize your very own Trick-or-Treating for Canned Goods event.

In this packet of information, you will find the following:

- A suggested planning timeline for Trick-or-Treating for Canned Goods event
- A planning guide to assist in organizing the event
- A list of all the major food banks across Michigan
- Customizable sharegraphics that can be used to promote the event on your county's social media
- A sample of customizable postcards available for your county's promotion of the event (one to promote the event to members and one to deliver to houses in the neighborhoods you plan to trick-or-treat)
- A price list that includes estimates for the postcards

Please visit https://www.michfb.com/MI/Harvest_for_All.aspx for more information about Harvest for All and contact Alex Schnabelrauch at aschnab@michfb.com or 517-679-5444 with questions.

We hope you will consider integrating Harvest for All into your county's annual activities and that you will find these materials to be useful.

Sincerely,

A handwritten signature in black ink that reads "Calby Garrison".

Calby Garrison
State Young Farmer Committee Chair



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EVENT TIMELINE

2 Months Prior

- **Form Committee/Planning Team**
 - Have a meeting
 - Discuss goals and purpose
 - Discuss format and execution of the event
 - Assign tasks – ex. promotion, logistics, foodbank connection
- **Plan Promotion**
 - Design postcards and sharegraphics or request customization of pre-designed Trick-or-Treat for Canned Goods templates
 - Plan how you want to reach your audiences (volunteers and donors) and create timeline
 - Begin reaching out to audiences and inviting them via word of mouth

1 Month Prior

- **Begin to Promote**
 - Print Promotion
 - Send out postcards and invitations to members
 - Any ads for print publication should also be sent in or distributed appropriately
 - Digital Promotion
 - Send an email to county members inviting them to the event
 - Post event details on county website and other social media
 - Utilize sharegraphics and Facebook events to share information
- **Meet with Committee/Planning Team**
 - Meet with the committee/planning team to discuss progress and other details that need to be worked out prior to the event
- **Contact Regional Food Bank**
 - Share with them the dates of your drive and the anticipated drop off date
 - Discuss any remaining details or logistics with food bank contact



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1 Week Prior

- **Finalize Plans**
 - Host an additional meeting with the committee/planning team to finalize details of the event and assign day-of responsibilities
- **Push for Promotion**
 - *Distribute postcards with information to neighborhoods you intend to visit*
 - Contact local media if desired
 - Continue to utilize sharegraphics on social media to promote event

Event Day

- Post final reminders or promotional materials on social media
- Collect canned goods
 - Answer questions about Harvest for All, why local farmers give back and promote Farm Bureau
- Take lots of photos!

After Event

- Collect any remaining canned or nonperishable goods
- Deliver canned goods to local food bank
- **Follow Up Promotion**
 - Thank volunteers and sponsors
 - Send photos with captions and information to local media
 - Post photos and information on social media
- **Review**
 - Make notes to review for the next year



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EVENT ORGANIZER	
Date:	Time:
Budget: \$	Timeline: 1 -2 Months
Planning Committee Members & Contact Information:	
Trick- or-Treating Start Location & Canned Food Drop Off:	Trick-or-Treating Neighborhood/Route:
Food Bank Location:	Food Bank Contact:
Food Bank Drop Off Date/Time/Details:	
Print Promotion Planning (Postcards, Ads, etc.)	
Timeline:	Budget/Items to Print:
Digital Promotion Planning (Social Media, Website, Email, etc.)	
Timeline:	Budget/Items to Share:



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MICHIGAN FOOD BANKS

Feeding America West Michigan Food Bank-Comstock Park

864 West River Center Drive
Comstock Park MI, 49321
Phone 616-784-3250 | Fax 616-784-3250
<http://www.feedingamericawestmichigan.org>

Counties: Allegan, Ionia, Kent, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Ottawa

Feeding America West Michigan Food Bank, Benton Harbor

1488 East Empire
Benton Harbor MI, 49022
Phone 269-926-2646 | Fax 269-926-2646
<http://www.feedingamericawestmichigan.org/>

Counties: Berrien, Cass, Van Buren

Feeding America West Michigan Food Bank, Cadillac

8121 C.E. 34 Road/ P.O. Box 25
Cadillac MI, 49061
Phone 231-779-0056 | Fax 231-779-0056
<http://www.feedingamericawestmichigan.org/>

Counties: Benzie, Grand Traverse, Kalkaska, Lake Leelanau, Manistee, Mason, Missaukee, Osceola Wexford

Feeding America West Michigan Food Bank, Sault Ste. Marie

815 Meridian Street/P.O. Box 1187
Sault Ste Marie MI, 49783
Phone 906-632-0348 | Fax 906-632-0348
<http://www.feedingamericawestmichigan.org/>

Counties: Chippewa, Luce, Mackinac

Feeding America West Michigan, Ishpeming

1705 Ash Street/PO Box 565
Ishpeming MI, 49849
Phone 906-485-4988 | Fax 906-485-4988
<http://www.feedingamericawestmichigan.org/>

Counties: Delta, Alger, Dickinson, Marquette, Menominee, Schoolcraft

Food Bank of Eastern Michigan

2312 Lapeer Road
Flint MI, 48503
Phone 810-239-4441 | Fax 810-239-4441
<https://www.fbem.org/>

Counties: Alcona, Alpena, Arenac, Bay, Cheboygan, Crawford, Genesee, Gladwin, Huron, Iosco, Lapeer, Midland, Montmorency, Ogemaw, Oscoda, Otsego, Presque Isle, Roscommon, Saginaw, St. Clair, Sanilac, Tuscola

Food Bank of South Central Michigan

5451 Wayne Road/ P.O. Box 408
Battle Creek MI, 49016
Phone 269-964-3663 | Fax 269-964-3663
<http://www.foodbankofscm.org/>

Counties: Barry, Branch, Calhoun, Hillsdale, Jackson, Lenawee, St. Joseph, Kalamazoo

Food Gatherers-Ann Arbor

1 Carrot Way
Ann Arbor MI, 48113
Phone 734-761-2796 | Fax 734-761-2796
<http://www.foodgatherers.org>

Counties: Washtenaw



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Forgotten Harvest-Oak Park

21800 Greenfield Road
Oak Park MI, 48237
Phone 248-967-1500 | Fax 248-967-1500
<http://www.forgottenharvest.org>

Counties: Macomb Oakland Wayne

Gleaners Community Food Bank of Livingston

5924 Sterling Drive
Howell MI, 48843
Phone 866-453-2637 x331 | Fax 866-453-2637 x331
<http://www.gcfb.org/>

Counties: Livingston

Gleaners Community Food Bank of Oakland County-Pontiac

120 East Columbia Ave.
Pontiac MI, 48340
Phone 866-GLEANER, ext. 402 | Fax 866-GLEANER, ext. 402
<http://www.gcfb.org/>

Counties: Oakland

Gleaners Community Food Bank of Southeast Michigan-Detroit

2131 Beaufait
Detroit MI, 48207
Phone 313-923-3535 | Fax 313-923-3535
<http://www.gcfb.org/>

Counties: Macomb, Monroe, Oakland, Wayne

Gleaners Community Joan & Wayne

Webber Distribution Center-Warren
24162 Mound Road
Warren MI, 48091
Phone 586-758-6815 | Fax 586-758-6815
<http://www.gcfb.org/>

Counties: Macomb

Gleaners Community Taylor Distribution Center

25678 Northline Road
Taylor MI, 48180
Phone 734-946-6374 | Fax 734-946-6374
<http://www.gcfb.org/>

Counties: Wayne

Greater Lansing Food Bank

919 Filley Street
Lansing MI, 48906
Phone 517-853-7800 | Fax 517-853-7800
<http://greaterlansingfoodbank.org/>

Counties: Clare, Clinton, Eaton, Gratiot, Ingham, Isabella, Shiawassee

Kalamazoo Loaves and Fishes

901 Portage Street
Kalamazoo MI, 49001
Phone 269-343-3663 | Fax 269-343-3663
<http://www.kzoolf.org/>

Counties: Kalamazoo

Manna Project-Petoskey

291 McBride Park Court
Harbor Springs MI, 49740
Phone 231-347-8852 | Fax 231-347-8852
<http://www.mannafoodproject.org/>

Counties: Antrim, Charlevoix, Emmet



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Western Upper Peninsula Food Bank

926 Dodge Street

Houghton MI, 49931

Phone 906-482-5548 | Fax 906-482-5548

<http://www.feedingamericawestmichigan.org/>

Counties: Baraga, Gogebic, Houghton, Iron,
Keweenaw, Ontonagon



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SOCIAL MEDIA SHAREGRAPHICS



TRICK OR TREAT
SO OTHERS CAN EAT

ON <DATE> from <TIME>, <NAME> County Farm Bureau farmers and their families will be trick-or-treating in your neighborhood collecting canned and non-perishable goods to donate to <NAME OF FOOD BANK>.

Please consider setting non-perishable food items by your mailbox to be collected from on <DATE> from <TIME>

1 in 5 Michigan residents struggle with hunger. Farmers in our community are proud to not only grow food to feed our neighbors, but to take action and ensure that no one our neighborhood goes hungry.

Your support is greatly appreciated! If you have any questions or would like more information about the event please contact <NAME> at <COUNTY PHONE/COUNTY EMAIL>. You can also reach us at <COUNTY SOCIAL MEDIA/WEBSITE>.

Thank you for feeding the hungry in <COUNTY NAME>

ALLEGAN COUNTY FARM BUREAU
211 Monroe St
Allegan, MI 49010

TRICK OR TREAT
SO OTHERS CAN EAT
<DATE>

GATHER ALL YOU
GHOSTS & GHOULS
JOIN US FOR

AN EVENING OF
TRICK OR TREATING
FOR CANNED GOODS!

<DATE> | <TIME>
MEET AT <LOCATION>

MEET other <COUNTY NAME> Farm Bureau Members and families in your community while **HELPING** battle hunger.

ITEMS COLLECTED WILL BE DONATED TO
<LOCAL COMMUNITY FOOD BANK>.

ALLEGAN COUNTY FARM BUREAU
211 Monroe St
Allegan, MI 49010

JOIN US FOR AN EVENING OF
TRICK OR TREATING
FOR CANNED GOODS!
<DATE>



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POSTCARD PRICING – MFB PRINTING SERVICES

Taxes and shipping costs not included.

Item Description	Quantity	Unit	Ext. Price
Trick or Treat 4x6 Postcards	50	0.21	10.53
Trick or Treat 4x6 Postcards	100	0.14	14.23
Trick or Treat 4x6 Postcards	250	0.10	25.06
Trick or Treat 4x6 Postcards	500	0.09	43.29
Trick or Treat 4x6 Postcards	1,000	0.08	79.75
Trick or Treat 4x6 Postcards	1,500	0.08	121.67
Trick or Treat 4x6 Postcards	2,000	0.08	158.13