

Holiday Hunger Appeal



Volunteer Opportunities

Event Date/Time:

November 20 - December 24
Various Time Slots

Event Name:

Holiday Hunger Appeal

Event Meeting Location:

Crossgates
1 Crossgates Mall Rd Albany, NY 12203

Display is located across from the Apple Store

Event Description:

The 2018 Holiday Hunger Appeal raised over \$350,000! As the Regional Food Bank's longest-running and most public appeal, the Holiday Hunger Appeal is a favorite among members of the community and volunteers alike. The goal is to raise money for hungry families during the holidays. Our volunteers stand at our seasonal mall location to ask shoppers to donate a dollar for the hungry.

To register for a shift online visit: <https://regionalfoodbank.net/volunteer/>

For more information or to volunteer at this event, please contact Stephanie Carrier at stephaniec@regionalfoodbank.net or by phone at (518) 786-3681 ext. 295.

We appreciate your support!



INSTRUCTIONS

Regarding the Holiday Hunger Appeal Tables



ARRIVING AT THE MALL

The HHA mall booth is located on the first floor underneath the escalators near Lord & Taylor and the Apple store. A good location to park is in the front entrance parking lot (Route 20 Side) near the Burlington Coat Factory or on the back side of the mall near Lord & Taylor.

PREPARING FOR YOUR SHIFT

Make sure the Holiday Hunger Appeal Food Bank brochures are on the table - they are in one of the drawers of the plastic organizer. Donation baskets with loose bells are under the tables as well.

- Please leave all personal belongings behind the drapes to avoid cluttering the tables!

Don't forget to fill out your name and address in the "Volunteer Sign-in Notebook" on the table. We would like to be able to send you a thank-you letter and will need your address.

HOW TO ASK PEOPLE FOR A DONATION

The following parameters have been set to mark where volunteers can be stationed when soliciting donations:

- Directly in front of the tables on either side
- Please stay away from the escalator entrance/exit.

Crossgates has also asked that we adhere to the following guidelines:

- Please do not be overly aggressive or yell out to shoppers as they pass.
- Please do not approach mall security guards or other mall employees in uniforms for donations and **always treat all mall employees with respect.**
- Please review the mall safety packet in case of an emergency. This can be found in a Crossgates folder in the sign-in binder.
- We are Crossgates' guests, so if a security guard or anyone in Mall Management asks us to alter the manner in which we are soliciting donations, please adhere to their directions, tell the next shift, and contact Stephanie Carrier (518.786.3691 x295) with the change.

Suggestions on how to solicit donations while keeping within the Crossgates guidelines:

- Make eye contact & solicit shoppers when they are in somewhat close proximity to you.
- **** SHOPPERS ARE MUCH MORE LIKELY TO DONATE IF ASKED****
Most people are very willing to donate to a worthy charity but simply need to be asked. The most effective way to raise money is to stand with a basket and a few brochures by the walkway, but not in the walkway, where people pass on both sides and ask:
"Would you like to help feed a family this holiday?" OR "Would you like to donate to the Regional Food Bank today?"
- Try to be aware of who the other volunteers solicit for donations and try to remember donors' faces so shoppers are only asked to donate once.
- What to do if someone says "No" or says s/he already gave or already donates to his/her local food pantry:
 - First, don't get discouraged if someone does not respond to you. Not everyone is willing to make a donation. Someone may say, "I have already donated food to a food drive or pantry." You can answer by simply saying, "Thank you, that's great!" and move on to ask the next person. If someone asks a question you don't have an answer for, be sure to give him/her a Food Bank brochure and tell him/her to call us.

- Make sure to periodically empty your basket of collected donations - especially of larger bills.

*The key to a successful day, is to ask as many shoppers as you can to make a donation. You may want to set a goal for your shift, your day or for yourself. **Last year, over \$71,000 was raised by our volunteers! Our goal for this year is to surpass the \$75,000 mark –Our experience shows that the more people you politely ask, the more money you raise.***

Have fun! Your efforts helping the Regional Food Bank of NENY's Holiday Hunger Appeal is greatly appreciated.

HOW TO USE THE DIPJAR

- If an individual does not have cash on them, inform them that we have DipJars that accept credit card donations in seconds.
- All DipJar transactions will appear on a donor's credit card statement with the tag "DPJ."
- Donors are able to 'double dip' their credit card to make larger donations.

WHAT TO DO WITH THE MONEY, INCLUDING CREDIT CARDS.

At the end of each shift, the money needs to be counted and put away.

- Locate the clear plastic bank deposit bag (generally the first drawer of the plastic bin under the table).
- Count all cash from your shift and fill out deposit slip (located in appropriate plastic bank bag).
- **Put all cash AND checks** into clear plastic cash bank bag with the deposit slip.
- To close the plastic bags, tear silver slip off the back silver of the bag and fold it over to seal it shut.
- **Put coins into blue cloth bank bag.** The coin bag should be dropped in the safe by the final volunteer shift of the day.
- The coin bag will have a tag with the appropriate date. *If you are working on the weekend, make sure to use the correct bag.*
- **For credit card transactions, please inform donors that they can access their receipts at www.dipjar.com/receipts.**
- Behind the drapes, you will find the safe covered by a black tablecloth. Place your shift bank bags in the top of slot (remove the tablecloth to do so), then use the handle to roll it so that it falls into the safe. Make sure to cover the safe again with the black tablecloth.

HOW TO CLOSE UP AT THE END OF THE NIGHT

The last shift is responsible for cleaning up at the end of the day. At the end of the evening, all materials must be put behind the drapes. Thank you!

FOR ANY FURTHER QUESTIONS CONTACT

Stephanie Carrier at (518) 786-3691 x295

or on her cell at 518-729-8862 if after business hours.

Thank you, and good luck!