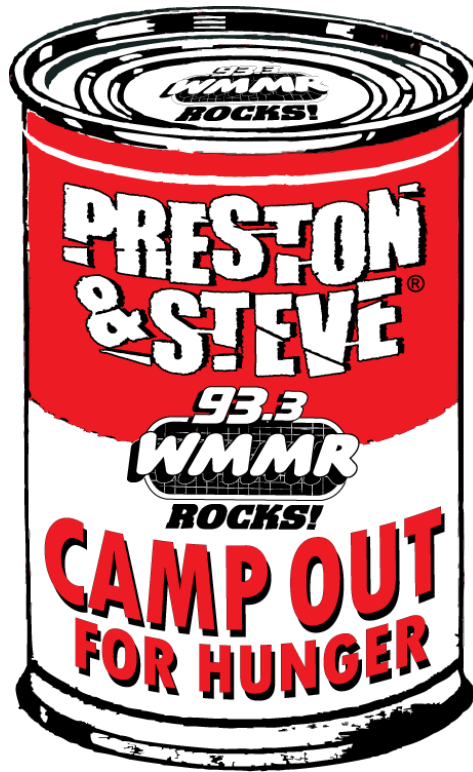


93.3 WMMR's Preston & Steve®  
Camp Out for Hunger



# 2017 Food Drive Toolkit

A resource to help participants maximize  
their Camp Out experience!

2017

# WMMR's Preston & Steve Camp Out for Hunger

Thank you for your interest in helping feed our neighbors in need by participating in **WMMR's Preston & Steve Camp Out for Hunger**. Camp Out is in its 20<sup>th</sup> year, and its goal is to raise as much food as possible to help feed the more than 700,000 hungry people in the Delaware Valley.

While 1 in 8 people in the U.S. face hunger, the number is almost double that in our area, with 1 in 5 people not knowing where their next meal will come from. Thanks to you, more kids, families, seniors, Veterans and others will have the food they need to survive.

This guide will help you maximize your donation and provide visibility tips to help us make Camp Out the best year yet!

## Background

### What is Camp Out?

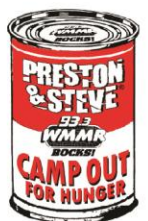
Preston & Steve started "camping out" in 1998 in the parking lot of the former Adam's Mark Hotel on City Live Avenue to collect food and give back to their community. That first year's event raised 1 ton of food. Now, nineteen years later it is Philabundance's largest food drive each year AND the country's largest single-location food drive! In 2016, Camp Out fans and partners donated more than 1.3 million pounds / more than one million meals to help feed our neighbors in need!

### When is Camp Out?

The 2017 Preston & Steve Camp Out for Hunger will run from Monday, November 27-Friday, December 1 at XFINITY Live. Learn more at [www.wmmr.com/campout](http://www.wmmr.com/campout)

### What is Philabundance?

Philabundance is the region's largest hunger relief organization, serving more than 90,000 people per week -- 30% of whom are children and 15% are seniors -- in Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties in Pennsylvania and Burlington, Camden, Gloucester and Salem Counties in New Jersey. It distributes food directly to people in need through its own programs and a network of approximately 350 social service agencies, including food cupboards, churches and shelters.



2017

WMMR's Preston & Steve Camp Out for Hunger

## FAQs

### What is the Business Challenge?

The Business Challenge is a way to involve more companies in the fight against hunger by challenging them to donate the most food. There are prizes for first, second and third place:

1<sup>st</sup> place: Preston & Steve broadcast Live from your business

2<sup>nd</sup> place: Pierre Robert live broadcast from your place

3<sup>rd</sup> place: \$20,000 Advertising Schedule (during Q1, 2018) on WMMR

### Do you Have Graphics we Can Use to Promote our Food Drive?

You can download promotional posters at [www.wmmr.com/campout](http://www.wmmr.com/campout)

### Do you Have Branded Camp Out Boxes We Can Use?

No, unfortunately due to demand and cost, we are not able to provide collection boxes or bins. We suggest printing the poster to mount to your own boxes.

### When and Where Can We Drop Off Food?

Donations can be brought to XFINITY (1100 Pattison Ave., Philadelphia) Monday through Thursday, between 6 AM-9 PM and from 6 AM-11 AM on Friday, the final day.

**If your organization is making a donation that requires a tractor trailer or other large vehicle for delivery, please deliver directly to Philabundance.** In that case, please notify WMMR and Philabundance of this delivery by calling at least a week in advance. Tractor trailer-sized donations WILL NOT be unloaded at XFINITY Live, but can stop by for a photo-op.

Philabundance receiving hours are Monday-Wednesday, 7 AM-3:30 PM and Thursday, 7 AM – 6:30 PM. The warehouse is located at: 302 West Berks St., Philadelphia PA 19122.

### Can we purchase food that will count towards our collection total?

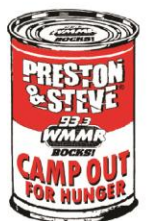
**Yes you can!** If purchasing food in large quantities, please refrain from buying loads of larger, institutional-size items as smaller, retail-sized items are more useful to individuals and families. But instead of buying your own food, we encourage you to order through Philabundance, which can purchase food at lower prices, buying more pounds for less money. All orders must be placed by Friday, November 11, 2016.

### What Should You Collect for Camp Out for Hunger?

Kids who are hungry are unable to concentrate in school and fall behind their peers. And many of our clients can't afford healthier, more protein-rich foods. For that reason, this year, we are focusing on items that help support the good health of our neighbors.

See our attached list on the last page, which includes some of the most needed and highest in demand items in boxes, cans and plastic bottles and which do not have to be refrigerated. Items should be unexpired, recently purchased items in good condition.

Corporate Toolkit



2017

WMMR's Preston & Steve Camp Out for Hunger

**My Company Would Like to Volunteer – Can We Just Show Up?**

We're grateful to all the WMMR listeners, fans and Camp Out supporters who want to come down to volunteer. To make sure it's a great, rewarding experience, this year we request that all volunteers sign up to secure a slot. And if spots are full for the day you want to come down, just bring the team (and lots of food!) and enjoy the broadcast! You can sign up at: <https://philabundance.volunteerhub.com/lp/campout/events>

**When Will We Learn Who Won?**

Tune in to Preston & Steve on Tuesday, December 5 when WMMR Camp Out for Hunger's biggest donors will be announced!!!

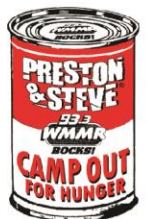


**Contacts**

For any questions about your food drive, Camp Out or WMMR, please contact Eric Simon at 610-771-9760 or [Eric.Simon@bbgi.com](mailto:Eric.Simon@bbgi.com).

For questions about food collection or delivery, please contact Scott Smith at Philabundance at 215.339-0900 x1103 or [scsmith@philabundance.org](mailto:scsmith@philabundance.org).

**Corporate Toolkit**



2017

WMMR's Preston & Steve Camp Out for Hunger

**Tips & Tricks**

**Get social with your drive!**

Promote your support to help our hungry neighbors by taking pictures of your staff donating food and/or your collection boxes and tagging us on social media. The more creative, the better chance we'll RT/share! In addition to using our handles, please use #CampOutForHunger.



<http://www.facebook.com/Philabundance>

<https://www.facebook.com/933WMMRFM>

<https://www.facebook.com/PrestonAndSteve>



@philabundance

@933WMMR

@PrestonSteve933



Philabundance

933wmmr

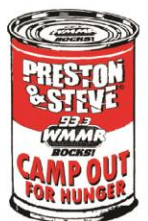
prestonandsteveshow

**Make it a Contest**

The more your company collects the better, so why not create an inter-office contest? Whoever donates the most can get a bonus day, an Amazon gift card or maybe lunch on the boss! If you have 10 people or fewer, we can weigh your donations on site so you know which employees win.

**Have an Outing**

Reward your staff who contribute by bringing them to the live broadcast of Camp Out at XFINITY Live. Give us a heads' up you're coming and we might even give you a shout out!



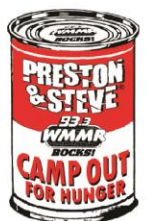
2017

WMMR's Preston & Steve Camp Out for Hunger

Thank YOU for helping us drive hunger from our communities!

Corporate Toolkit

.....



2017











WMMR's Preston & Steve Camp Out for Hunger

**PHILABUNDANCE**

*Driving hunger from our communities*

**TOP 10  
MOST NEEDED ITEMS**

In an effort to provide the most nutritious food to those we serve, this list represents our highest food priorities. These items are high in both demand and nutritional value. While we continue to accept other items, we kindly ask you to focus your efforts on these items so, together, we can have the maximum impact for individuals facing hunger.

 <p>PEANUT BUTTER &amp; JELLY</p>	 <p>COOKING OIL</p>	
 <p>CANNED TUNA OR MEAT</p>	 <p>CANNED FRUITS &amp; VEGETABLES</p>	
 <p>CANNED STEW &amp; SOUPS</p>	 <p>BREAKFAST CEREALS &amp; BREAKFAST BARS</p>	 <p>WHOLE GRAIN PASTA</p>
 <p>100% JUICE</p>	 <p>RICE</p>	 <p>BOXED, NON-REFRIGERATED MILK</p>

**GUIDELINES:**

*Please donate products that are in boxes, cans or plastic bottles and do not require refrigeration.*

*Please note we prefer items that are low in sugar/sodium and free of high fructose corn syrup. Please do not donate bread and baked goods which have a short shelf life.*

*All items should be recently purchased and in good condition.*

• PLEASE NOTE: THESE ITEMS ARE NOT RANKED IN A PARTICULAR ORDER BECAUSE ALL OF THESE ITEMS ARE VERY MUCH NEEDED •

FOR MORE INFORMATION, VISIT [PHILABUNDANCE.ORG](http://PHILABUNDANCE.ORG)

