



Armenian National Committee of America "Cans for the Cause" Campaign Toolkit

Dear ANCA Activist:

The Armenian National Committee of America (ANCA) has answered President-Elect Barack Obama's challenge to Americans to participate in National Day of Service activities with a nationwide campaign to feed the hungry. The Day of Service is set to coincide with Martin Luther King Memorial Day (January 19) and the Presidential Inauguration (January 20th).

In honor of U.S. humanitarian assistance efforts for survivors of the Armenian Genocide from 1915-1923, the ANCA has initiated the "Cans for the Cause" Campaign, which encourages community members to work with local ANCA chapters and Armenian American organizations, or take the lead themselves in canned food drives across the U.S., to assist food banks dedicated to feeding the hungry.

The National Day of Service, first initiated by Congress in 1994, honors the legacy of Martin Luther King by transforming the federal holiday honoring Dr. King into a national day of community service grounded in his teachings of nonviolence and social justice. The aim is to make the holiday a "day on," where people of all ages and backgrounds come together to improve lives, bridge social barriers, and move our nation closer to the "Beloved Community" that Dr. King envisioned.. Individuals can find projects in their area by visiting: www.USAService.org.

The ANCA's goal is for each local Armenian American community to collect 500 food items (canned or boxed) by January 19th. To facilitate this effort, the ANCA has set forth this organizing "tool kit" for local community activists and groups.

This Tool Kit includes:

- 1) Local ANCA 'Cans for the Cause' Campaign Registration Form
- 2) The A-B-C's of the ANCA 'Cans for the Cause' Campaign
- 3) Sample Time-Line for Running your ANCA 'Cans for the Cause' Campaign
- 4) Volunteer Sign-up Sheet
- 5) "How to be a Super-Volunteer" Handout
- 6) List of Preferred Food Items
- 7) Community Flyer (to be provided separately)

Thank you for take a lead role in the ANCA 'Cans for the Cause' Campaign in your area. Should you need additional information, please do not hesitate to contact national campaign coordinator Garo Manjikian at garo@anca.org or (202) 775-1918.



Armenian National Committee of America "Cans for the Cause" Campaign

Registration Form

☒ Yes, I would like to register an ANCA 'Cans for the Cause' Campaign in my area.

Name: (Organization or Individual)	
Phone:	
Email:	
Food Item Drop-Off Address (Please include Church or Community Center Name and complete address)	
Time of day people can drop of food	

The ANCA will be posting your 'Cans for the Cause' Campaign information on President-Elect Obama's National Day of Service Website - www.usaservice.org

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The A-B-C's of the ANCA 'Cans for the Cause' Campaign

Local Campaign Goal: Collect 500 Food Items (Cans or Boxed items)

To carry out a successful "Cans for the Cause" campaign will need to (1) organize your volunteers and (2) set up the logistics of for food collection.

(1) Organizing Your Volunteers:

Recruit 10 Super Volunteers (you can be one of them) each will be responsible for collecting 50 cans. You'll get ten super volunteer by asking 40 people. Most likely 20 will commit and 10 will follow through.

Ask Everyone:

- Ask your friends, through email, phone, and facebook
- Use your ANCA resources to contact activists via email & phone
- Utilize the broader Armenian Community, advertise at church, schools, universities, etc (take advantage of any opportunity -planned or unplanned).

Target high:

- Your first ask to everyone is to be a super volunteer (not everyone will say yes, don't be discouraged). If someone can't commit to being a super volunteer ask if they can donate cans. If they don't want to do that, ask if they can donate five dollars.

Set them up - explain what being super volunteer means and give them the sheet, including the sheet that explains the type of food items we need to collect.

Keep track - Check in every few days either through email or phone to make sure they are asking people to go out and collect cans. Be encouraging. Send updates garo@anca.org

(2) Setting up the Logistics for Food Collection:

- Fill out the ANCA 'Cans for the Cause' Campaign Registration Form form and email or fax back to ANCA National Coordinator Garo Manjikian (garo@anca.org; Fax: (202) 775-5648). The ANCA will register the food drive with the Obama National Day of Service team (www.usaservice.org) and provide a flyer for community distribution.
- Find a location where you can store your cans (Armenian school, church, community center, home.) If there is more than one lead organizer in your area you can arrange to share a space.
- Publicize the ANCA Cans for the Cause initiative in your area (see timeline for more details). The ANCA will email information on your campaign to local activists in your area and post it on the ANCA website.
- Take pictures of your final "mountain of food items" with volunteers and send to garo@anca.org
- Coordinate delivery of food items of local Food Bank.

ANCA 'Cans for the Cause' Campaign - Sample Time Line

	Friday 1/9	Saturday 1/10	Sunday 1/11	Monday 1/12	Tuesday 1/13	Wednesday 1/14	Thursday 1/15
Logistics	Find location for food drop off. Fill out food drive form and send to garo@anca.org (to put info on Obama's website)	Print out Super Volunteer sign up sheet. Adjust and print out flyer	Print out flyers and super volunteer sheets. Update Super Volunteer sheet. Email updates	Email info to new super volunteers to spread to friends and volunteers. Update Volunteer list and email Updates to garo@anca.org .	Email info to new super volunteers to spread to friends and volunteers. Update Volunteer list and email Updates to garo@anca.org .	Email info to new super volunteers to spread to friends and volunteers. Update Volunteer list and email Updates to garo@anca.org .	Email info to new super volunteers to spread to friends and volunteers. Update Volunteer list and email Updates to garo@anca.org .
Volunteer organizing	Email personal contacts and call friends	Find groups who will allow you to email their listserves (churches, schools, youth groups, etc). Email them	Recruit super volunteers at church (not during church service please)	Continue to recruit super volunteers by email and calling. Call ANCA activist list.			Super volunteers collecting cans and recruiting volunteers. Send email reminder to super volunteers and ask for update.
# of committed super volunteers	3 committed volunteers (you count as one)	5 total	8 total	11 total	14 total	17 total	20 total
	Friday 1/16	Saturday 1/17	Sunday 1/18	Monday 1/19	Tuesday 1/20		
Logistics	Update Volunteer list and email Updates to garo@anca.org .			Take pictures of all the cans with super volunteers. Deliver food to food bank			
Volunteer organizing	Super volunteers collecting cans and recruiting more friends and volunteers. Send email reminder to super volunteers and ask for updates.						

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How to be a Super-Volunteer!

Super-Volunteers are asked to:

- 1.) Collect 50 food items
- 2.) Update your lead organizer with the number of food items you collected
- 3.) Drop off food items at your designated drop off site

There are a few ways you can collect 50 food items. You can:

- Buy 50 items yourself
- Ask 4 other friend to donate 10 food items each plus 10 from you = 50
- Ask your friends or family to donate some money so you can buy 50 food items

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Thank you for being a Super-Volunteer!

The Best Foods To Donate To Your Food Drive

Many people in the country eat more calories than they need. But it's important to realize that, although an overweight person may look well-fed, he or she may be filling up on calorie-dense food that doesn't contain the nutrients his or her body needs. Take a look at the food groups in the illustrated grocery bag to help guide you in providing healthy choices.



Fruit & Vegetable Group 5-9 choices

Choose **canned or dry** fruits and vegetables in an array of colors to ensure consumption of a variety of vitamins and minerals.

- Canned vegetables
- Vegetable juice
- Diced tomatoes
- Tomato juice
- Tomato sauce
- Spaghetti sauce
- Canned fruit (in its own juice)
- Fruit juice (100%)
- Dried fruit
- Shelf-stable fruit cups

Grain Group 3-5 choices

Choose **non-perishable** whole grains as often as you can for maximum nutritional value.

- Oatmeal
- Whole grain crackers
- All types of pasta
- Low sugar / high fiber cereal (Cheerios®, Raisin Bran®, etc.)
- Cream Of Wheat®
- Whole grain rice

Protein Group 2-3 choices

Choose **canned** lean meats as a good source of low-fat protein and **canned or dry** beans as a good source of fiber.

- Canned tuna fish
- Canned salmon
- Canned chicken
- Canned bean soup
- Canned baked beans
- Dried and canned beans and peas
- Canned chili
- Canned beef stew
- Peanut butter
- Nuts

Milk Group 2-3 choices

Choose **shelf-stable** low-fat dairy products fortified with vitamin D.

- Dry milk
- Evaporated milk
- Boxed shelf-stable milk

NOTE: Foods high in fat, oils, and sugar provide calories, but few nutrients. These foods make up a high percentage of many diets because they are inexpensive and easy to obtain. It is therefore important to provide healthful foods for those with limited financial resources to supplement their restricted choices with healthy alternatives.

IMPORTANT: For safety reasons, we do not accept baby food or baby formula. Please no glass containers of any kind.