



### Getting started

*Arrive at your sales location, where a News & Observer volunteer will greet you and provide the following items.*

- **A bundle** of Feed the Need papers: You will sign in and get your papers. Any unsold papers must be returned at the end of your shift.
- **Souvenir apron and T-shirt:** Wear them when selling and keep them as a “thank you.”
- **Signs / Promo boards:** Use them to promote your sales.
- **Change** for large bills. You'll turn this in with your money at the end of your shift.

### Setting up

- **Check in** with the N&O volunteer.
- **Place** signs and promo boards where potential customers will see them.

### Selling tips

- **Approach:** Don't wait for customers to come to you. Step forward to greet them, while holding out a paper.
- **Ask:** “Would you like to support the Food Bank by buying a special edition of The N&O? It's only \$1.”
- **Answer:** If the customer says they have already bought or read the paper, say: “This special edition includes a wrap about the Food Bank, and how they help feed people around here who might otherwise go hungry.” Or: “That's great! But when you buy this one, the Food Bank can help provide four meals.”
- **Appreciate:** Be sure to thank everyone who buys a paper.

### Hints

- Bring a cell phone, if possible.
- You'll be outside, so dress for the weather!

## Thanks for volunteering!

We're glad you're a part of Feed the Need and appreciate your time and energy today. You'll find details about how things work on this sheet.

If you are unable to fulfill your shift or have questions, please call John Foister, Food Bank, at 919-865-3022 or Bill McBerkowitz, The N&O, at 919-836-5927 in advance.

***Feed the Need day is Saturday, April 16!***

*Not everyone will buy a paper, so don't get discouraged. Stay positive, have fun and remember that you're helping our community!*

### When you're finished

**Turn in the following items to the N&O volunteer at your location:**

- Unsold papers
- Money you received for the papers, plus any additional donations and change you received at the start
- Signs

### FAQs

- Are donations to the Food Bank tax deductible? The \$1 newspaper purchase is not tax deductible but additional donations are.
- What if someone wants to give more than \$1? Accept it and say thanks. You don't have to give the person more newspapers.
- If someone requests a receipt, please record their name, address and amount donated, so we can mail them one.
- What if someone has a question about Feed the Need or The Food Bank and you don't know the answer: Refer them to Felicia Gressette, VP / Marketing & Community Publishing, The N&O at 919-812-8568 or Linda Fisher, Food Drive Coordinator at the Food Bank at 919-906-1842.