



Trick or Eat 2012

An organizers guide.

Welcome to Trick or Eat 2012!

Thank you for your interest in Trick or Eat! Whether this is your first year or you're joining us again - **Welcome to the largest food drive in North America!**

This guide will give you a history of Trick or Eat, walk through the registration process, and give you some helpful tips to being an organizer!



History of Trick or Eat

- Trick or Eat is an annual food drive that has taken place every Halloween over that last 13 years! Instead of candy, youth across North America collect non-perishable food items and raise money online for their local food agency.
- Last year, Trick or Eat provided enough food to feed 408 people dinner for one year!

The goal this year is to raise \$550,000 worth of food and online donations!



Now What?



So you want to know more about Trick or Eat?

1. Check out www.trickoreat.ca to learn more about the campaign and how to register.
2. Watch this short [video](#) that briefly explains what you should expect as an organizer.



Pick a Recipient Agency

All campaigns collect non-perishable food items for a food agency, such as a food bank or shelter. Returning campaigns should already have a food agency that they collect for and new campaigns should contact a food agency in their community to let them know you are collecting for them.

If you are a new campaign and have a hard time finding a food agency to collect for, contact trickoreat@mealexchange.com and we will help you connect with a food agency.



Sign Up Online

Go to <http://www.trickoreat.ca>
to sign up as an organizer.



Recruit Participants

- Recruit people to your team!
- Have your friends, family, classmates, and neighbours sign up online at <http://www.trickoreat.ca>.
- Encourage them to fundraise online.



Contact Your Local Grocery Store & Businesses



- Approach local grocery stores to ask if you can borrow grocery carts to collect and transport the food donations.
- Contact local businesses to ask if they would like to donate prizes, food and drinks to your campaign.

For example, have a prize for the best dressed, best group costume, most creative costume, etc.





Pick a Meeting Location

Picking a meeting location is important as it will be the basecamp for participants to meet before Trick or Eating and it will be where all the non-perishable food is dropped off.

Common basecamps are typically large common areas on campus or community centres.



Recruit Drivers

Ask your participants if anyone is available to drive or provide a car to help pick up the non-perishable food items along the routes.

This will also be helpful when dropping off the non-perishable food items to your local food agency.





Storing Food

When contacting your local food agency you'll need to ask if you can drop the non-perishable food items off the night of Trick or Eat. If this is not possible you will need to plan to store the donations at your community centre or campus.





Promote the Campaign

- Get people involved by creating a Facebook event, talking about your campaign on Twitter, Pinterest and YouTube.
- Send out the news release provided by Meal Exchange to local news agencies and get your campaign covered.
- Put up the posters around your campus and community to recruit other participants.



Fundraise Online!

Online fundraising is important to Trick or Eat as the money donated will support the food agency you support. This will allow them to buy items that they run out of or items that are high in demand.

Trick or Eat is giving away some awesome prizes this year! For every \$12 you raise, you will be entered into a draw where you can win a \$500 scholarship!!



Plan a Kick-Off Event

Plan a kick-off event or launch party for the night of Trick or Eat. Here you can give away prizes for the best dressed, or to the participant who collects the most amount of non-perishable food items.

Have a speaker come to the kick off event. The speaker can be someone from your local food agency, someone from your school or community.





Plan Your Route

Map out your route that you will be using on the night of Trick or Eat. You will use this map to determine where the door hangers need to be distributed, you will then divide this map up among your participants.

It is recommended that groups consist of 4-6 people visiting approximately 30 households.





Distribute Door Hangers

3-7 days before the night of Trick or Eat you should distribute the door hangers with the help of your participants. The door hangers are distributed to the households located on the route that you have chosen.



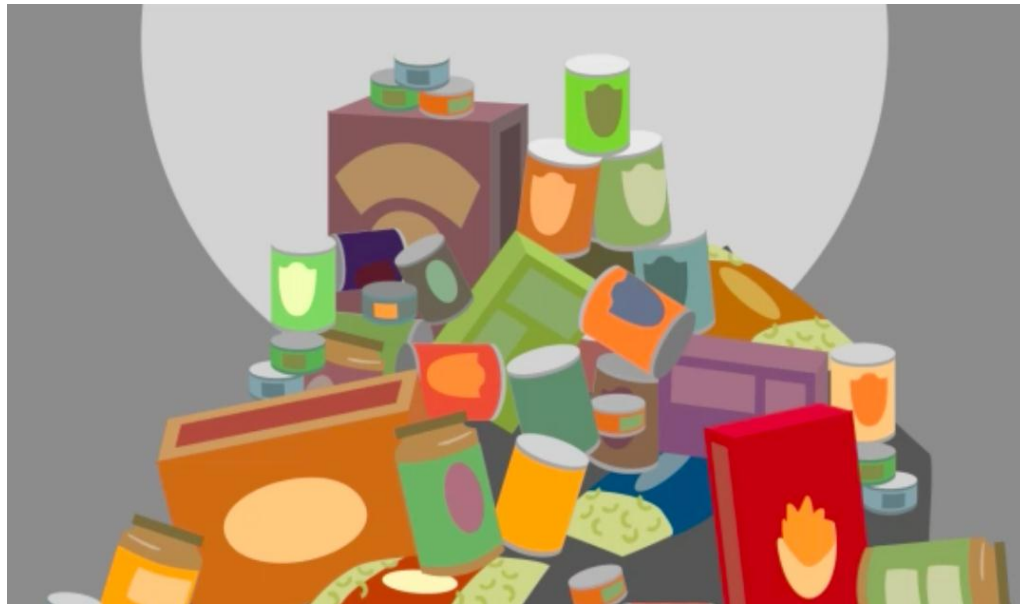
TRICK OR EAT!

- Hold your kick off event at basecamp where all participants will meet and sign in.
- Distribute the name tags to all participants.
- Collect non-perishable food items from the households on your route. Once you have collected from all of the households return to basecamp to drop off your food.



Count the Donations

Once all of the participants have returned to basecamp and dropped off their food donations, count the number of items collected. This will be important when reporting your results back to Meal Exchange.



#TrickOrEat2012

Talk!

Let us know how the night is going. Tweet us @mealexchange and use the hashtag #TrickOrEat2012 to be a part of the conversation taking part across North America!



Take Pictures

Share your pictures with us by tagging Meal Exchange on Facebook or by sending them to us at trickoreat@mealexchange.com

We'll share your pictures on Facebook, Twitter and Pinterest to let everyone know about the incredible job you did!





Drop Off the Donations

Drop off the non-perishable food items to your local food agency. Make sure that you have set up a time to drop off the food whether it is the night of Halloween or the next day.



Report Your Results

We want to know how well you did!

Email us at:

trickoreat@mealexchange.com to tell us how many items your campaign has collected.

Meal Exchange will then calculate the national total.



Last Minute Donations

Get your last minute online donations in and encourage your participants to get their donations in before November 9th.

Remember, by participating in the online fundraising you will have the chance to win a \$500 scholarship!





Relax!

Trick or Eat is over, but don't worry there are more ways for you to get involved with Meal Exchange.

Email us at itsyourtime@mealexchange.com to find out how to get more involved with Meal Exchange on your campus or within your community.



MEAL EXCHANGE

Contact Us!

Feel free to contact us at trickoreat@mealexchange.com for more information and check out our website (<http://www.trickoreat.ca>) for more updates in the coming weeks.