



Trick or Eat 2012

A participants 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 a participant!



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?



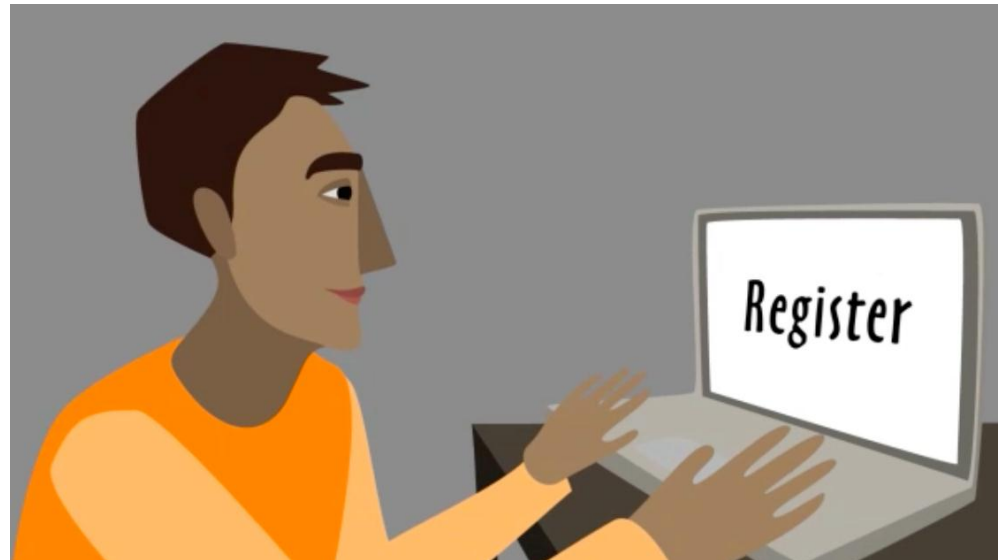
So you want to know more about Trick or Eat?

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.



Sign Up Online

Go to <http://www.trickoreat.ca>
to sign up as a participant.



Recruit Your Friends

- 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.



Recruit Drivers

Ask your teammates 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.





Promote the Campaign

- Get people involved by talking about Trick or Eat on Facebook, Twitter, Pinterest and YouTube.
- Help your organizer put up the posters around your campus and community to recruit other participants.

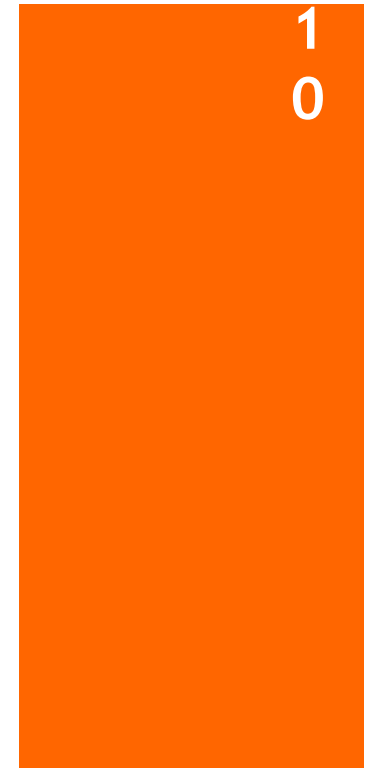


Fundraise Online!

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!!





Distribute Door Hangers

3-7 days before the night of Trick or Eat you should help your organizer distribute the door hangers to the households located on your route.



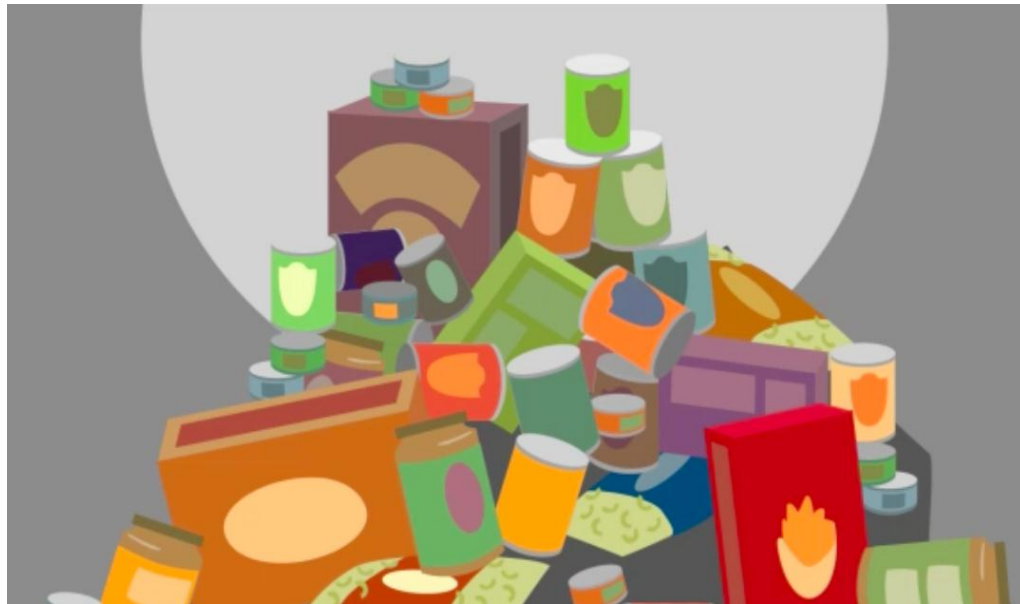
TRICK OR EAT!

- Sing in at basecamp to get your name tag and thank you cards to distribute to households who donate.
- 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, help your organizer count the number of items collected.



#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

Help your organizer drop off the non-perishable food items to your local food agency.



Last Minute Donations

Get your last minute online donations in and encourage your teammates 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!



Check Your Results

Check out www.trickoreat.ca for the results of your campaign as well as the national results!





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.