

How To: Move For Hunger

THE COMPLETE GUIDE

Shout It Out Loud: It's important that everyone knows about Move For Hunger – from your salespeople to your packers to your team on the phone. When everyone gets involved, Move For Hunger will become a part of the way you do business.

Program Letter: Give this letter to all of your prospective customers. Raise awareness about hunger while showing that you are a socially responsible member of your community. Most people actually want to donate – they just don't know how. You are literally bringing the food drive into their home and providing them with the opportunity to give back.

*Make sure to include an additional copy of your Program Letter in any paperwork given to the customer. The more times they see Move For Hunger – the better!

The Estimate: Mention Move For Hunger in the kitchen – ideally when you're looking in the pantry. Say something like:

"We're involved with a program called Move For Hunger. If there's any food you'd like to donate, put it aside, and we'll have our crew take it over to the local food bank."

Labeled Box: Put a Move For Hunger label on a box and leave it with your customer on all estimates. The box serves as your company's calling card; if you don't close the sale right away the box will be a constant reminder that you are a moving company giving back to the local community. If you do close the sale, you've left them an empty box to put their food donations in.

Pre-Move Phone Call: ***THIS IS THE MOST IMPORTANT STEP!*** Remind your customer about Move For Hunger when calling to confirm their move. Add something as simple as:

"Hey, our crew will be there at 9 am on Thursday. Don't forget to put a couple of cans aside, and we'll deliver it to the food bank as part of our Move For Hunger program."

Get Your Crew Involved: Have your packers ask the customer if they have any food they would like to donate. A last minute reminder never hurts.

Food Delivery: We recommend delivering your food to the food bank about once a month. Let it pile up a bit in your warehouse or office. Upon delivery of your donations, the food bank will provide you with a **Weight Receipt**. Please send us a copy so we can track your progress.

THREE MOVE FOR HUNGER TOOLS



1: PROGRAM LETTER



2: LABELED BOX



3: PRE-MOVE PHONE CALL

For more info please visit the Movers Only Section
of our website at: MoveForHunger.org/MoversOnly

