

SCANAWAYHUNGER™

Your donation will provide a meal
for a hungry neighbor
at the Rescue Mission.

\$3.00

Just tear this off, hand it to your
cashier and \$3.00 will be scanned
toward your grocery total.

THANK YOU!

SCANAWAYHUNGER.COM



rescue mission



rescue mission

CAMPAIGN IMPLEMENTATION GUIDE

SCAN AWAY HUNGER

Campaign Implementation Guide

Thank you for partnering to feed our neighbors in need.

This guide outlines everything you need to successfully run your 4–8 week Scan Away Hunger campaign.

CAMPAIGN OVERVIEW

Scan Away Hunger allows customers to add \$3 at checkout to provide one hot meal at the Rescue Mission.

YOUR ROLE:

- Invite customers to participate
- Scan the \$3 barcode
- Track and remit funds at campaign end

OUR ROLE:

- Provide materials
- Support marketing
- Amplify your business
- Share impact results

IMPACT REPORTING

After your campaign concludes, we will provide an impact statement.



LET'S GET STARTED!

Olivia Watson, Development Manager - Partnerships
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SCAN AWAY HUNGER

A Simple Way to Feed a Neighbor in Need

Turn everyday purchases into hot meals right at your register. When customers check out, they're invited to add \$3 to provide a hot meal at the Rescue Mission.

Small ask. Immediate impact.

CAMPAIGN TIMELINE

Recommended Duration: 4–8 weeks (suggested flow):

WEEK 1	<ul style="list-style-type: none">• Install signage & prep employees with talking points• Post campaign launch on social media
WEEK 2-6	<ul style="list-style-type: none">• Ongoing cashier ask• Share mid-campaign update
FINAL WEEK	<ul style="list-style-type: none">• "Last chance to give" post• Push with stories
AFTER CAMPAIGN	<ul style="list-style-type: none">• Submit funds raised• Receive impact summary

STAFF TALKING POINTS

Keep it simple and natural:

"Would you like to add \$3 today to provide a hot meal for a neighbor in need?"

If they ask what it supports:

"It helps provide meals through the Rescue Mission here in our community."

FUND TRACKING & REMITTANCE

- Donations are collected through your POS system
- Submit funds at conclusion via:

- Check
- Online payment
- Electronic transfer

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SOCIAL MEDIA TOOLKIT

We encourage at least 3–5 posts during your campaign.

LAUNCH POST

We're proud to partner with the [@theRescueMission](#) for Scan Away Hunger! For the next [4–8 weeks], customers can add \$3 at checkout to provide a hot meal for a neighbor in need. Join us in making a difference.

#SupportLocalSupportRM
#ScanAwayHunger #LoveInAction
#LocalLoveInAction

MID-CAMPAIGN POST

Thanks to our amazing customers, we've already helped provide [amount] meals! There's still time to participate. Add \$3 at checkout to make a difference.

[@theRescueMission](#)

#SupportLocalSupportRM
#ScanAwayHunger #LoveInAction
#LocalLoveInAction

FINAL WEEK POST

Last chance to support Scan Away Hunger! Stop in before [end date] and help us provide meals for neighbors in need.

[@theRescueMission](#)

#SupportLocalSupportRM
#ScanAwayHunger
#LoveInAction
#LocalLoveInAction

AFTER CAMPAIGN POST

Together, we raised \$ [amount] and helped provide [amount] meals! Thank you for showing up for our community.

[@theRescueMission](#)

#SupportLocalSupportRM,
#ScanAwayHunger,
#LoveInAction, #LocalLoveInAction



TAG & FOLLOW:

  [@therescuemission](#)

 [@Rescue Mission Alliance of Syracuse, NY](#)

We'll reshare and celebrate your impact.