

# 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](http://SCANAWAYHUNGER.COM)



rescue mission



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## CAMPAIGN IMPLEMENTATION GUIDE

# 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.

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

### 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



# SCAN AWAY HUNGER

## 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](#)

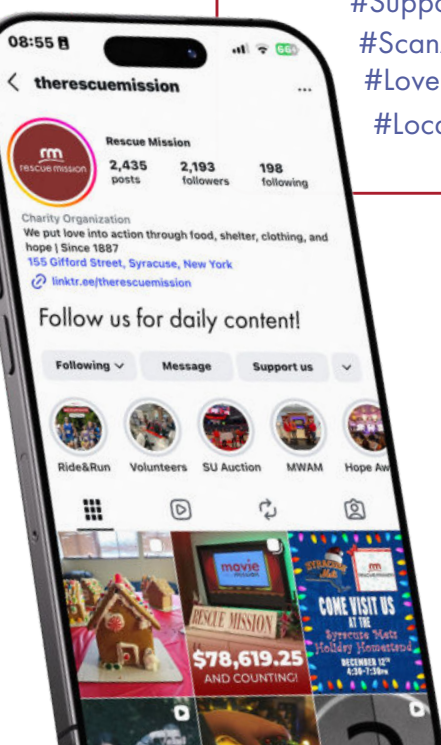
#SupportLocalSupportRM  
#ScanAwayHunger  
#LoveInAction  
#LocalLoveInAction

### 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.