



SC DEPARTMENT OF EDUCATION  
**PROJECT RAISE YOUR HAND**

Topic: Teacher Support

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### Steps to Establishing a Successful Grocery Giveaway:

1. **Find the Right Partners.** Ensure you are partnering with an organization who specializes in events of this nature. Food banks are the best local source for supplying fresh food and support within the community. If there's a cost associated, find a donor who has longevity.
2. **Target advertising.** Avoid blanket or widespread public advertisements of the event. Deploy a targeted email to the specific employee groups you'd like to invite and use warm, caring language.
3. **Pick the Right Team.** Remind volunteers to be friendly and pleasant during the distribution as some people may be uncomfortable taking groceries. Our executive leadership team spearheads volunteering for employee-focused events.
4. **Remove the Stigma.** Don't collect RSVPs or take sign-ins at the event. Allow employees to participate anonymously.

### Have Questions?

Contact Lindsay Machak, Executive Director of Communications and Marketing, Rock Hill Schools

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