

VIDEO/PSA/BULLETIN PLAN

Updated 11-6-19

November 2019

Video (Groton Cable) - Holiday piece
PSA – Turkey Appeal
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Most needed items for the holidays
Bulletin – Volunteer information sessions

Optional video – Small Town Show from Littleton

December 2019

Video (Groton Cable) - Thank you for your generosity for Thanksgiving (include stats), client testimonial, the need continues...
PSA (produced by?) – Year End Email Appeal
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Most need items for the holidays
Bulletin – Volunteer information sessions

January 2020

Video (Groton Cable) - Thank you for generosity through the holiday season...the need continues (heating costs/medications/etc.), client testimonial
Video (World Turtle) - Client tour of pantry
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Volunteer information sessions

February 2020

Video (Groton Cable) - Thank you to our Harvest Club members, business partner testimonials
PSA (produced by?) - Need help with groceries? Client testimonial
Bulletin – Need help with groceries?
Bulletin - Most needed items
Bulletin – Volunteer information sessions

March 2020

Video (Groton Cable)
Annual Appeal, client testimonial, matching business pledgers
Video (World Turtle) – Neighborhood Food Project
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Volunteer information sessions

April 2020

- Video (World Turtle) - volunteer recruitment
- Video (Groton Cable)
 - National Volunteer Appreciation Month-thank you, volunteers needed for ???, upcoming VIS, volunteer testimonials
- Bulletin – Need help with groceries?
- Bulletin – Most needed items
- Bulletin - Volunteer information sessions

May 2020

- Video (Groton Cable)
 - Golf tournament, Postal Worker Food Drive is approaching quickly...look for a plastic bag in your mail
- PSA (produced by?) – Postal Workers Food Drive
- Bulletin – Need help with groceries?
- Bulletin – Most needed items
- Bulletin – Volunteer information sessions

June 2020

- Video (Groton Cable)
 - Need for food donations during the summer, children out of school-no breakfast or lunch, client testimonial
- Video (World Turtle) – Neighborhood Food Project
- Bulletin – Need help with groceries?
- Bulletin – Most needed items
- Bulletin – Volunteer information sessions

July 2020

- Video (World Turtle) – Overview of Pantry
- PSA (produced by?) – Need help with groceries? The summer can be difficult w/more mouths to feed (no school breakfast/lunch), client testimonials
- Bulletin – Need help with groceries?
- Bulletin – Most needed items
- Bulletin – Volunteer information sessions

August 2020

- Video (World Turtle) – Client tour of the Pantry
- PSA (produced by?) – Need help with groceries? The summer can be difficult w/more mouths to feed (no school breakfast/lunch), client testimonials
- Bulletin – Most needed items
- Bulletin – Volunteer information sessions

September 2020

- Talk show – general overview of pantry (stats, needs, client/volunteer/donor testimonials)
- PSA – Need help with groceries? Include client testimonial
- Bulletin – Need help with groceries?
- Bulletin – Most needed items

October 2020

Video (Groton Cable) – Thank you to our Harvest Club Partners, business testimonials
PSA (produced by?) – Need help with groceries? Include client testimonial
Bulletin – Most needed items
Bulletin – Need help with groceries?

November 2020

Video (Groton Cable) – Holiday piece
PSA (produced by?)– Turkey Appeal
PSA (Shirley Cable?) – Shirley Scout Drive (Shirley only)
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Most needed items for the holidays
Bulletin – Volunteer information sessions

December 2020

Video (Groton Cable) – Thank you for generosity for Thanksgiving (include stats), client testimonial, the need continues...year end appeal
Bulletin – Need help with groceries?
Bulletin – Most needed items
Bulletin – Most need items for the holidays
Bulletin – Volunteer information sessions

*Record Board of Selectmen meeting when Loaves & Fishes visits in each community

*Collection of PSA's for use on website, cable, Facebook
Donor testimonials – businesses, houses of worship, civic groups, individuals
Volunteer testimonials
Client testimonials - use World Turtle footage and new footage

*Collection of PSA's regarding food drive ideas – Harvard cereal drive, Groton fill-the-bus, Catania-employee challenge, etc.