



**Event Planning Guide for the
APWA IL Chapter
Fill a Truck Food Drive**

**National Public Works Week
May 16-22, 2021**



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Event Planning Guide for the Fill-a-Truck Food Drive Event

What/When:

Our Chapter's second Annual Fill a Truck Food Drive Event is taking place during National Public Works Week, May 16th thru May 22nd, 2021.

Purpose:

To collect food and household provisions for local community food banks and raise awareness of Public Work Department's Operations; including highlighting the things that residents can do to "help" the Department of Public Works (DPW) crews do their jobs (example; the things that create the most problems during plow operations). This is an opportunity to unite all Public Works Departments during a positive annual event.

Food and goods donations are especially critical during the early summer months as schools get out; many children and families may get some assistance during the school year. Many other groups and people already have food drives around the traditional holidays. National Public Works Week occurs near the end of most school years and is a time when many Public Works Departments already have public outreach events planned, making the implementation of this event a little easier.

Elements of Event:

- This is an event that all DPWs can do that doesn't involve money-just a commitment of time. It can be done on its own or in combined with a local Public Works Week Celebration Event. It can be publicized locally and regionally, as something Public Works is doing as a Profession to give back to the residents/community.
- Local DPWs are encouraged to contact their local food pantry/shelters, Human Services Departments, local church groups, or other food relief organizations in their town or region or county during the winter/spring to determine willingness to be involved and determine their specific needs,

How to Get Started:

Follow this guideline document and be sure to register / signup to participate in the food drive event here: <https://www.surveymonkey.com/r/ILAPWAChapterFoodDrive> so that we know you are participating (there is also a form in Appendix B that you can email/fax to the event coordinator if needed).

Event Schedule:

This event is scheduled to occur during National Public Works Week in May; but planning needs to start early to have a successful event. Appendix A contains a Typical Event Planning Timeline your Department may use as a guide to participate in this important APWA IL Chapter Event.



Estimate of Time Commitment:

As with all volunteer events/activities, you will need some help and commitment from your Agency, fellow APWA members, and co-workers to make this happen. This guideline intended to help minimize the time that will be needed to hold a collection event in your town, but it's important to have a feel for what kind of time various activities could take. Keep in mind that some of these tasks may only require a phone call or email and likely will not take as long as estimated:

- Permission from your agency to participate – 1 hour
- Event logistics (who, what, when, where, and how) – 4 hours
- Coordination with benefiting organization – 1 hour
- Preparation of press releases, handouts, and posters (from templates) – 2 hours
- Advertisement and distribution of posters and press releases – 2 hours
- Acceptance of Proclamation from Council/Board – 1 hour
- Setout collection boxes (to be used all week long if desired) – 2 hours
- Live collection day (assume 1 day during Public Works Week) – 8 hours
- Retrieve collection boxes (if used) – 2 hours
- Count and box food items for delivery to benefiting organization – 2 hours (varies)
- Deliver items to benefiting organization (hopefully with media story) – 2 hours
- Post event press release and thank you letters (from templates) – 2 hours

Many of the tasks outlined above will take much less time than indicated, and not all of them may be relevant to your agency or event. In total there are 29 hours listed, including 14 hours centered on the actual collection of food items. This may seem like a lot at face value, but these can be divided up amongst several staff members to lessen the burden on any one person. In the end, you can tailor this event to match your resources, situation, and available time.

Examples of How to Collect Food:

- Place sign above Food Collection Container/bin at Town Buildings
- Drop off at DPW Facilities ,
- Station DPW truck at the local grocery store, transfer station for a day (DPW to coordinate with the store)
- One-day collection on weekday or weekend
- Involve schools and “pickup” donated goods
- Have “clean” truck with plow or other public works truck available at touch a truck event for collection of donated foods and goods
- Ask Municipal Officials to donate food goods during a Council/Municipal Meeting
- Ask other Municipal/Agency/Firm employees /departments to donate food and goods

Opportunity to Thank and Provide Department Info:

Be sure to have prepared Public Works Informational Brochure (unique to the community or standard available on APWA website) including resident “Tips” or your Community’s own Refuse and Recycling, Winter Operations, or other information to hand out to everyone that donates. This



does not need to be fancy or formal, but it's a great time to promote Public Works and the things that your employees do.

How to Promote Event:

Pre-event media to bring attention to the food drive:

- Illinois Chapter APWA Public Works Departments contact their Branch or State PACE Award Chairman and confirm that they will be participating in the Event so the Illinois Chapter can add information to the Chapter website.
- Local DPW contacts local media to provide info on how, where, when food and goods to be collected (see example Pre-Event Press Release Appendix A) Use Facebook, Twitter, press releases, City/Village website, mailers, community brochures, local TV, radio, etc.
- Have Local Town Governing Body present a Proclamation celebrating Public Works Week in your Town/City and announcing the Fill-A-Truck Food Drive (see example in Appendix G)

Delivery of food to charity media and ideas:

- Issue a press release about the delivery
- Invite Local Officials
- Highlight goods donated and need for food for community
- Highlight a few important "Public Works Tips" and where additional info can be found
- Post pictures on local web site, Facebook, Twitter, etc.
- Illinois Chapter APWA will provide the total number of participating Public Works Departments across Illinois and blast that information to all chapter members.

After Event Media:

- Issue a press release – see example in Appendix E.
- Create a write-up of the event and submit it to local newspaper.
- Create a photo collage/poster of the event and display it at a City Council Meeting.

Reporting your Success to the Illinois Chapter:

Please be sure to report your participation and success (number of items collected, receiving organization, comments, etc.) to the Illinois Chapter. You can report your information here: <https://www.surveymonkey.com/r/ILAPWAChapterFoodDriveResults> we will be using this information in our annual PACE award submission to APWA National so please report your success on or before May 30th.



Feedback/Questions:

Please provide feedback or direct any questions you have to this year's event coordinator:

Sean Henry
APWA Illinois Chapter President (2020-2021)
Email: shenry@explorecarbondale.com
Phone: (618) 457-3270
Fax: (618) 457-3273

Additional Resources:

Much of the information contained in the following Appendices can be downloaded from the Chapter Website: <http://illinois.apwa.net> in MS Word format so that it can be easily cut and pasted into letters, emails and the like. If you need anything else you see here in electronic format please contact the event coordinator and we will do our best to get it to you as quickly as possible.

Thank You in advance for taking part in this united effort across Illinois by your Fellow Public Works Professionals! Together we can make a difference all across Illinois and help feed many people in need in our local communities.



Appendix A - Typical Event Planning Timeline

	Task	Date	Jan	Feb	Mar	Apr	May	Jun	Jul
1	Review Event Guide	Jan - Feb	X						
2	Contact your local food banks and determine partners and needs	Jan - Feb	X	X					
3	Fill out part one of the Participation Form – send in	As soon as you can but before May 1st	X	X	X	X			
4	Determine how and where to collect food items.	Feb - March		X	X				
5	Send out pre-event press release and contact media	Mid-April to Mid May				X	X		
6	Collect food & other items	Nat. Public Works Week (Typ. 3 rd full week in May)					X		
7	Fill out part two of Participation Form – send in	Before June 5th					X	X	
8	Send out After Event press release	Late May Or Early June						X	
9	Review Event & Plan for next year	June/July						X	X



Appendix B –Participation & Results Forms

Please use the following links to register your participation and event results, this is very important so that we have summary information to use for our PACE Award Application!

Participation Registration Form:

<https://www.surveymonkey.com/r/ILAPWAChapterFoodDrive>



Please register for the food drive event by May 1st so that we can announce how many participants we have prior to National Public Works Week.

Post Event Participation and Results Reporting Survey:

<https://www.surveymonkey.com/r/ILAPWAChapterFoodDriveResults>



Please report your participation by June 5th so that we can include it in the Chapter's PACE Award nomination. We will also be sending out a complete tally of the food collected all participants so that you may use it in post event media.



Appendix C – Example Collection Items

Example of Needs for the Fill a Truck Food Drive Event

(Be sure to check with your local food bank for specific needs)

- Pasta and Rice
- Canned or dry beans
- Dry Cereal / Oatmeal
- Jar Spaghetti sauce
- Canned fruit
- Canned tuna fish
- Canned chicken
- Spam / sardines
- Canned pastas such as raviolis or spaghettios
- Macaroni and cheese
- Jelly
- Peanut butter
- Hearty soups and stews
- Canned chili
- Box dinners (hamburger/tuna helper)
- Snacks for kids/juice for kids (nonperishable)
- Condiments
- Toothpaste
- Cleaning products (dish soap, laundry detergent)
- Toilet paper / paper towels / tissue
- Shampoo / soap
- Diapers in larger sizes (5,6)



Appendix D – Example Pre-Event Press Release and Event Flyer

Sample Press Release two (2) weeks Prior to National Public Works Week:

APWA IL Chapter Fill a Truck Annual Food Drive

The *(City/Village)* of _____ Public Works Department is joining dozens of Public Works Departments from across Illinois to collect food and household goods to support our local community food bank needs. Our Fill a Truck Food Drive will be occurring during National Public Works Week, from May _____, 20____ and will support the *(Name of Food Bank or place receiving the donations)*. Help us help our neighbors and friends. Our collection will take place *(describe how, what, when, where you will collect food and household items)*.

On behalf of *(City/Village)* of _____ Public Works Department we thank you in advance for your support of this critical community need. Further questions on how you can help may be directed to *(name and contact email of your departments contact person for this event)*.

The sample event flyer (on the following page) is available in Microsoft Word format so that it can be easily edited to add information for your specific event. This file is available for download on the APWA Illinois Chapter website at <http://illinois.apwa.net> or can be emailed to you by contacting the event coordinator.



**Help the <Your Town and Department Name here>
put an end to hunger during National Public Works
Week.**

**Drop off non-perishable goods to <location>
When: <Insert Dates>
Where: <Insert Location>
All collected items will go to <insert local pantry here>**

Follow us on Facebook: APWA Illinois Chapter or online at Illinois.apwa.net

Use the hashtag #FillaPWTruck to join the Conversation!

*This event is sponsored by the
Illinois Chapter of the American Public Works Association.*



Appendix E - After Event Sample Press Release

APWA IL Chapter Fill a Truck Annual Food Drive

The *(City/Village)* of _____ Public Works Department would like extend our appreciation for everyone that helped make Our Fill a Truck Food Drive a success during National Public Works Week!

We were able to collect *(amount of food and household goods)*, which is supporting the *(Name of Food Bank or place receiving the donations)*. Throughout Illinois *(x –number to be provided by Illinois Chapter APWA)* Public Works Departments participated in this year’s APWA Illinois Chapter Fill a Truck Food Drive!

Together we are all helping make our community stronger!



Appendix F - Example Thank You and Local DPW Informational Handout/Brochure

Thank You for Your Donation! You are helping our Community to meet the needs of our fellow citizens. Together we can continue to make a difference and build a stronger community!

Your Public Works Department remains committed to delivering the most cost effective quality services to our community. We remain open to your feedback. In case you are wondering what some of the things we do for you:

- Emergency Response during Floods, Wind Events, and Winter Storms
- Refuse and Recycling
- Leaf Collection
- Snow Removal
- Road Maintenance and Construction
- Storm Water Management
- Water Treatment
- Waste Water Treatment
- Engineering Design and Construction of Infrastructure and other Improvements.
- Maintenance of all City Buildings and Facilities
- Street Sign and Traffic Signal Upkeep
- Forestry Operations
- Cemetery Operations
- Maintenance of all City Vehicles including: Police Cars, Fire Trucks, Refuse and Recycling Trucks, Dump Trucks, Public Works Equipment, and all other Fleet and City owned Equipment.
- ...And More!

Thank you again for your donation!

Your Public Works Team



Appendix G - Sample Proclamation

WHEREAS, the Public Works Divisions of Administration, Engineering, Facilities, Highway Maintenance, Fleet Services, Refuse and Recycling, and Water Pollution Control provide services that are vital to the sustainability, health, safety, and comfort of the community; and

WHEREAS, pursuant to Homeland Security Presidential Directive, Public Works employees are designated First Responders, responsible for the protection of life, property, and the environment; and

WHEREAS, during emergency events like wind storms, snow storms, hurricanes, floods and other natural disasters, the Public Works Department are not only First Responders but remain on the scene and provide services until normalcy is restored to the community; and

WHEREAS the men and women of Public Works are committed to providing quality services, have been innovators and leaders in the Public Works community both statewide and nationally, and are proud to be of service to the (City/Village) of _____; and

WHEREAS, May _____ thru _____ 20____ is National Public Works Week as designated by the American Public Works Association (APWA); and

WHEREAS, Public Works Departments from across Illinois are participating in the Annual APWA “Fill a Truck Food Drive” to support local food banks,

NOW, THEREFORE, BE IT RESOLVED that I _____, Mayor of the (City/Village) _____, acting on behalf of the (City/Village Council/Board) and the residents of _____ do hereby formally designate May _____ thru _____, 20____ as the Public Works Week in the (City/Village) of _____ and encourage all citizens of the (City/Village) to support the APWA “Fill A Truck Food Drive”; and

BE IT FURTHER RESOLVED offer this citation to publicly salute the service of the members of the (City/Village) Public Works Department to the residents of our community.

Mayor

May _____