



## Competition Guide

Welcome to the 2021 *It's Spooky to be Hungry* campaign! Thank you for linking arms with us to feed the hungry during these unprecedented times—we appreciate you and are here to help every step of the way. As your Golden Harvest Food Bank contact, you can reach me anytime:

### Georgia

Melissa Brown

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Cell: (706)399-6196

[mbrown@goldenharvest.org](mailto:mbrown@goldenharvest.org)

### South Carolina

Susan Selden

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[Sselden@goldenharvest.org](mailto:Sselden@goldenharvest.org)

### Timeline:

September 20 <sup>th</sup> :	Early Bird Registration Deadline
October 1 <sup>st</sup> -31 <sup>st</sup> :	Spooky to be Hungry Campaign
November 3 <sup>rd</sup> :	End of Campaign Form Deadline
November 5 <sup>th</sup> :	Donations Deadline at Golden Harvest Food Bank.
November 9 <sup>th</sup> :	Spooky Celebration & Winners Announced

### Your Role as a Spooky Captain

You have the important role of promoting the competition to your colleagues and friends – making sure they know the rules, how to donate, and why it's important! Come up with creative ideas to raise funds with your team and be sure to check out our ideas for your drive in the online **Media Kit** at [itsspookytobehungry.org](http://itsspookytobehungry.org). And don't forget to stay in touch—we're here to help.

### What is "It's Spooky to be Hungry"?

Because 1 in 7 neighbors without food is a scary thing, nearly 100 neighborhoods and dozens of businesses just like yours join us each year in one of the nation's most successful grassroots campaigns to feed the hungry. Will you help us reach our \$200,000 goal this year? Over 600,000 meals will grace the tables of local families impacted by the current health crisis.



## The Basics

### Rules:

Only funds collected between October 1<sup>st</sup> and October 31<sup>st</sup> will count towards the competition. **\$1 = 3 Points** in Competition Totals. AKA Money is Gold! There are also several bonus point opportunities (see below). The company earning the highest number of points will win the Spooky award for their size business category.

### Donating through Online Food Drive:

Go to [www.itsspookytobehungry.org](http://www.itsspookytobehungry.org) to create an online food drive. You will receive a digital link to share, and every dollar raised is worth 3 points toward your goal.



### Donating by Check:

Checks should be made payable to **Golden Harvest Food Bank**. Make sure to write on Memo line: Spooky and your company name! Checks can be turned in with your food collection at our main office or mailed to:

"It's Spooky to Be Hungry"  
Golden Harvest Food Bank  
3310 Commerce Dr.  
Augusta, GA 30909

All online donations count as delivered. All donations must be at the food bank by November 5<sup>th</sup> to count towards your campaign totals.



## Rules and Guidelines

### Registration:

- Visit [itsspookytobehungry.org](http://itsspookytobehungry.org) to sign up.
- Sign up by September 20<sup>th</sup> you get **100 bonus points!**
- The “Captain” listed should be the designated contact person at your company. They will receive all competition related communications and it is up to them to promote and share the information with their colleagues.
- List your company name as you would like it to appear on materials.
- When you sign-up, include the total number of employees in your company. If you are participating as a department, you should only count the number of employees in the department, not the entire company.

### Scoring:

- **\$1 = 3 Points.** AKA money is gold in this competition! Why is that? Because Golden Harvest Food Bank can distribute 3 meals for every dollar you donate!
- There are multiple **Bonus Point** opportunities:
  - **Early Bird Bonus:** Register by September 20<sup>th</sup> for **100 Bonus Points!**
  - **Delivery Bonus:** Deliver your donations by November 5<sup>th</sup> directly to Golden Harvest Food Bank for a **250 Point Bonus**. You need to do this to stay competitive!! Online and Virtual Food Drive donations count as delivered.
    - Drop off all donations at the Main Office of either the Augusta or Aiken Golden Harvest Food Bank location.
  - **Challenge Bonus:** Challenge your best friend or fiercest competitor to start a team. If they do, you'll get **100 Bonus Points!**
  - **Tag Bonus:** Tag Golden Harvest Food Bank and use Hash Tag: [#itsspookytobehungry](https://twitter.com/itsspookytobehungry), [#scareawayhunger](https://twitter.com/scareawayhunger) and [#neighborsfeedingneighbors](https://twitter.com/neighborsfeedingneighbors). The team with the most tags will be awarded **300 Bonus Points**.
  - **Special Event Bonus:** Host a special event, a garage sale, jeans day, bake sale, scary movie night or a sports tournament. Put the proceeds toward your goal and earn another **250 Bonus Points!**
  - **100% Participation Bonus:** Corporate Teams with 100% participation will receive an additional **500 Bonus Points**.



## Spooky Celebration & Awards:

November 9<sup>th</sup>

5:30pm – 7:30pm

### The Master's Table Garden

- Join us for a celebration to honor our winners and participants in the 2021 It's Spooky to Be Hungry Campaign. Winners will be announced in each category:
  - Small Business Georgia/South Carolina
  - Medium Business Georgia/South Carolina
  - Large Business Georgia/South Carolina
  - Outstanding Partner
  - Outstanding Youth Partner
  - Agency Partner Georgia/South Carolina
  - School Winner Columbia County
  - School Winner Richmond County
  - School Winner Aiken County
  - Small Neighborhood Georgia/South Carolina
  - Medium Neighborhood Georgia/South Carolina
  - Large Neighborhood Georgia/South Carolina
- **Celebration contingent upon COVID-19 circumstances. We will keep you updated on event details.**