



FIRST Teams Make a Difference



Join forces with the *FIRST* teams to Make A Difference in our communities by joining the *FIRST* MEGA Drive for Make A Difference Day. Three million Americans will join together in service on Saturday Oct 25, 2014, as part of Make A Difference Day, the nation's largest day of community service sponsored by USA WEEKEND Magazine and Points of Light. Each April, projects from across the country are honored for their outstanding volunteer work on Make A Difference Day, Team 340 and 1511's *FIRST* MEGA Drive was recognized as one of ten National Honorees in 2013.

What is Mega Drive?

A food drive: to support local food pantries, which help people in our community who are hungry.

A book drive: for children's new or gently used books to promote literacy for children through the National Reach Out and Read program.

An electronics recycling drive: to help protect our environment by keeping hazardous materials out of the landfill.

How can your team help?

For teams local to Rochester or attending Rah Cha Cha Ruckus in October 18, 2014.

Before the event: Promote the event by asking people to collect food, new or gently used children's books, used cell phones or old electronics. We can provide posters and flyers to help.

At Ruckus:

Bring your donations! We'll be collecting items from 9am – 4pm.

Can't bring stuff? We will also be accepting monetary donations or you can volunteer at the event.

Cool and Exciting Prizes; for the teams that donate the most items in a category and overall.

Can't come to Ruckus?

Join the *FIRST* MEGA Drive by holding an event locally. Contact us and we can help you create a successful event. Listed below are some of the actions you will need to do to get ready for your *FIRST* MEGA Drive event. Report back your success and we'll include it in the *FIRST* MEGA Drive tally.

Let us join together in one giant act of gracious professionalism to help our communities!

Contact MegaDrive@team340.org or megadrive@penfieldrobotics.com for more information. Like our event on Facebook at <http://www.facebook.com/pages/FIRST-Mega-Drive/242828785768364>.



FIRST MEGA Drive TIPS

Organize

- Form a planning committee, contact local *FIRST* team and ask them to participate.
- Contact *FIRST* MEGA Drive to let us know your team is joining *FIRST* Mega Dive.
- Identify a place to hold the drive. (e.g. Mall, school, town hall...)
- Contact the Red Cross to schedule the drive and get the venue approved.
- Contact a local food pantry to coordinate the drop off and determine the greatest food need.
- Contact National Reach Out And Read local partners to coordinate the drop off locations. If they are not in your area donate the books to local pediatric offices, hospitals or local charity)
- Contact local electronics recyclers to set up collection logistics and obtain a listing of acceptable donations.
- Ask for a monetary donation to go to National Reach Out and Read or the local food pantry.

Make It Loud

- Post your event on *FIRST* MEGA Drive Facebook
- Post event on team websites and Facebook
- Send out press releases for the event to local newspapers, community calendars, TV and radio. Contact us if you would like a template.
- Post flyers in local businesses. The American Red Cross typically supplies flyers for the Blood Drive.
- Contact community businesses to donate, prizes, t-shirts or snacks to recognize contributors.
- The day of the event use twitter and signage to promote the event.
- Take photos and videos and submit to newspapers and post on Facebook.

