**SAMPLE MESSAGE 1 – SELECTION ANNOUNCEMENT**

SUBJECT LINE: Hannaford Is Helping Us Fight Hunger Once Again

Dear [Staff/Board/Volunteers],

We are excited to share that **Maine Credit Unions’ Campaign for Ending Hunger** has again been selected to benefit from **Hannaford’s Fight Hunger Bag Program**!

For the month of November, whenever a $2.50 reusable Fight Hunger Bag is purchased at the Hannaford located at **383 Wilson Street in Brewer,** $1 will be donated to Campaign. Please consider sharing the news with your friends and family. Call, send emails, and post on social media. The more people who purchase the Fight Hunger Bag in November, the more we can raise!

Thank you for helping our credit union feed our neighbors in need. To learn more about this program, please visit hannaford.bags4mycause.com.

Sincerely,

**SAMPLE MESSAGE 2 – LAUNCH DAY**

SUBJECT LINE: Launch Day: Hannaford Fight Hunger Bag Program

Hello,

Today is launch day for the Hannaford Fight Hunger Bag Program! Starting today and for the entire month of November, when you purchase a $2.50 reusable Fight Hunger Bag at the Hannaford located at **383 Wilson Street** in **Brewer**, $1 is donated to **Maine Credit Unions’ Campaign for Ending Hunger**. **The Brewer store is the only location during the month of November where a Fight Hunger Bag purchase will benefit the Campaign for Ending Hunger.**

We are confident that with the help of our dedicated members, we can raise critical funds to help feed our neighbors in need. Please consider sharing news about this fundraiser with your family and friends as well!

The Fight Hunger Bags are located on displays around the store and at the checkout. For more information about the program, please visit hannaford.bags4mycause.com.

Thank you for your support,