

3 This is an Adobe Stock image that we altered for our 2021 Cram the Van food drive annual campaign.

2 Here is our final version, altered by our team, none of who are trained graphic designers but who work heavily with graphics. We went through several iterations of this design before finalizing on this images



1 A closer look at our tomato soup can. A shortform version of our logo is placed at the center. The look and feel of this can is the comic book vibe that we were going for with this year's food drive campaign, and the first time in eight years that we had designed a visual just specifically for the year, outside of our standard Cram the Van logo (black and white version) which you see below.





4 This graphic was placed on all our collection bins at in-person events, schools, local business and more to promote this year's food drive. A close version of this design was also created for our event apparel (t-shirts and sweatshirts) which we had made for our events.

YES WE CAN

2021

SCRAM THE VAN

WHEATLAND ELECTRIC

Wheatland's WE TOMATO SOUP

COMING SOON TO A LOCATION NEAR YOU!

SEPT. 9 LEOTI 11:30 AM - 1:30 PM
Parking lot across from the Wheatland Electric Office, 101 W. F St.

SEPT. 10 TRIBUNE 5:30 PM
Greeley County High School football game, 400 W Lawrence

SEPT. 14 HOLCOMB 6:00 PM - 8:30 PM
Longhorn Festival, Holcomb High School, 600 N. Jones

SEPT. 24 SYRACUSE 5:30 PM
Syracuse High School football game, 502 Main

SEPT. 28 GREAT BEND 3:30 PM - 7:00 PM
Great Bend Events Center, during the Women's Expo, 3111 10th Street

OCT. 1 CALDWELL 5:30 PM
Caldwell High School football game, 31 N Osage St.

OCT. 14 SCOTT CITY 4:30 PM
Scott City Middle School football game, 809 W 9th

OCT. 16 HARPER 11:30 AM - 1:30 PM
Fall Fest, Harper Fair Barn, 821 Central St.

OCT. 22 CONWAY SPRINGS 5:30 PM
Conway Springs High School football game, 607 St Louis St.

OCT. 25 GREAT BEND 4:30 PM - 7:00 PM
New Wheatland Electric Office, 200 10th St.

OCT. 28 SCOTT CITY 5:30 PM - 8:00 PM
Boo Bash, Scott City Middle School, 809 W. 9th St.

OCT. 30 SCOTT CITY 11:00 AM - 3:00 PM
FALL FINALE!
Spencer Flight + Education Center, 300 S Mesquite Rd

In exchange for your
CASH OR CAN DONATION
grab a meal + be entered to win a TV!

OR MAKE A CASH DONATION TO YOUR LOCAL FOOD BANK AT WWW.WECI.NET

5 This was the main Cram the Van flyer we designed for all our in-person Cram the Van events. This flyer was used as a full-page ad in our monthly Kansas Country Living magazine, which reaches about 20,000 member households. It was also placed on our Cram the Van webpage on our site. The overall design carries our comic book theme/feel throughout.

Yes **WE** Can!

Wheatland's
WE
TOMATO SOUP

Make a **CASH** or **CAN** donation to support your **LOCAL FOOD BANK**

OR DONATE ONLINE AT **WWW.WECI.NET**

September - October

CRAM THE VAN
WHEATLAND ELECTRIC

LOOK FOR THE **BIG RED VAN** IN YOUR COMMUNITY



Even in our own communities, children and adults facing **POVERTY** are struggling with hunger.

In 2014, our cooperative set out to find a new way to expand our involvement in the seventh cooperative principle, "**CONCERN FOR COMMUNITY.**" We established this program to collect non-perishable food items for the local food banks in our service territory.

Every year, **WE CRAM THE VAN BECAUSE WE CARE** about providing relief to these families. And every year, our members show us why the travel and time is worth all the work!

THANK YOU for your donation and support to help us Cram the Van for your local food bank!

Make a **CASH** or **CAN** donation, or donate online at **WWW.WECI.NET**



Yes **WE** Can!

6 Here are two large pop-up banners we designed and had printed for this year's Cram the Van, using our "Yes WE Can" theme and logo. We didn't carry our comic book vibe through these large banners because we wanted to reuse them in future campaigns. We expect to reuse the can logo in future campaigns, so included it was appropriate.



7 We also designed this small business card (front and back) to distribute at our in-person events and promote our online Cram the Van donation campaign. This, too, followed our overall comic book look/feel this year.

HOLCOMB HIGH SCHOOL

DONATE TODAY!

HELP YOUR SCHOOL WIN \$500!



SCRAM THE VAN

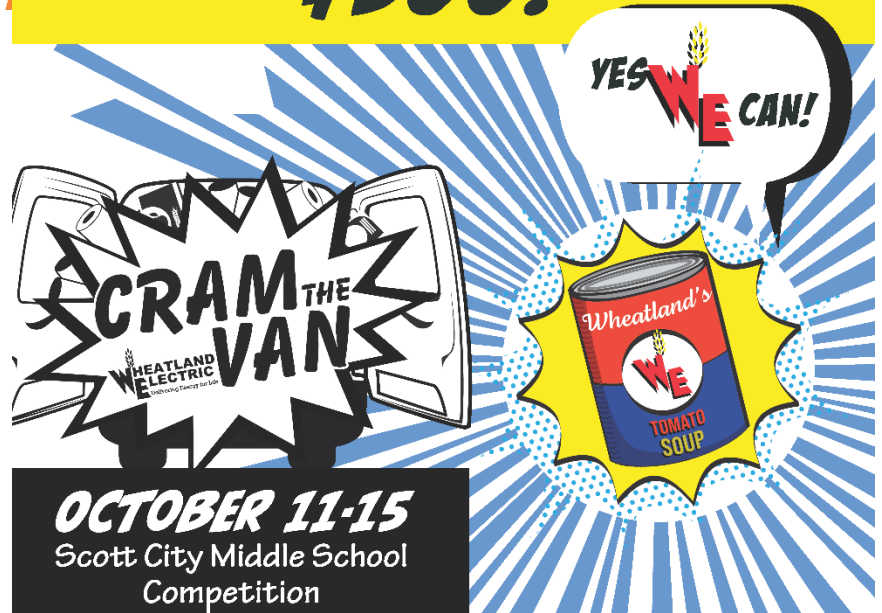
WHEATLAND ELECTRIC
The Renewable Energy for Life

SEPTEMBER 13-17
Holcomb Schools Compete

SCOTT CITY MIDDLE SCHOOL

DONATE TODAY!

HELP YOUR CLASS WIN \$500!



SCRAM THE VAN

WHEATLAND ELECTRIC
The Renewable Energy for Life

OCTOBER 11-15
Scott City Middle School
Competition

YES **WE** CAN!

Wheatland's
WE
TOMATO SOUP

8 We designed 8.5x11 flyers like these pictured, one for each participating school. These flyers were placed around the schools and on donations bins. In total we designed and printed over 30 of these flyers for schools across five school districts.

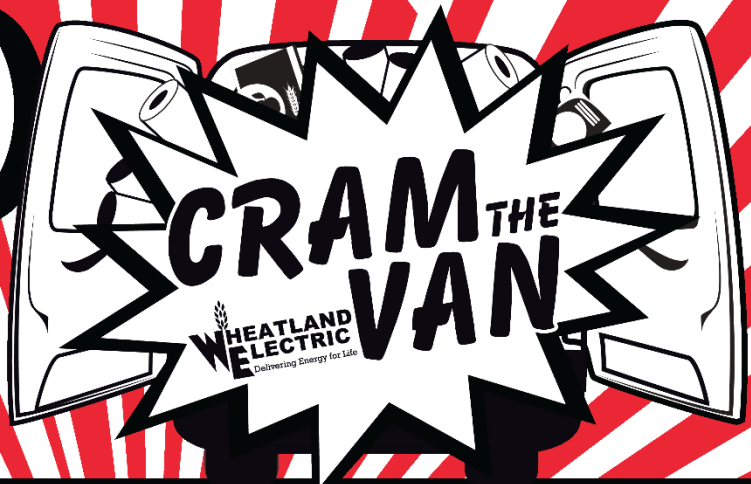
SEPTEMBER 1-9
Greeley County Schools Compete



FOOD DRIVE

Drop off your
donation at any
Greeley County
school

YES WE CAN!



Join us **SEPT. 10** at **5:30 P.M.**
at the Greeley County High
School football game.

Grab a meal in exchange for your cash
or can donation in the name of your
Greeley County school. Items will be
donated to your local food bank.

**THE SCHOOL WITH THE MOST WEIGHT IN
DONATIONS PER STUDENT WINS \$500!**

9 We also designed 8.5x11 flyers like this one for each of our 13 in-person events, to distribute at our offices and in each community we serve. Students in each of our participating school competitions (a few thousand in total) also received these flyers to take home with them to their families.

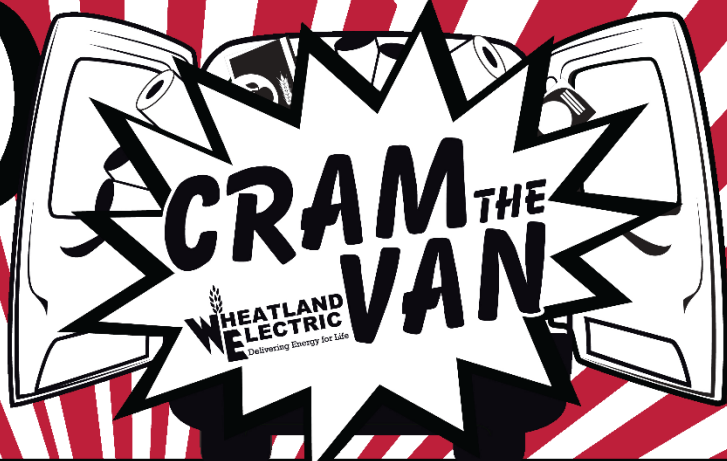
25-29 DE OCTUBRE
Escuelas de Great Bend Compiten



COLECTA DE ALIMENTOS

Deje sus donaciones en cualquier escuela de Great Bend

YES WE CAN!



ÚNASE A NOSOTROS EL 25 DE OCTUBRE
de las **4:30 P.M. - 7:00 P.M.**
en la nueva oficina de Wheatland Electric, **200 10TH STREET.**

Obtenga una comida a cambio de su dinero en efectivo, o una donación de lata a nombre de su Escuela de Great Bend. Los artículos se donarán a su banco de alimentos local.

LA ESCUELA CON MAYOR PESO EN DONACIONES POR ALUMNO GANA \$500

10 In Great Bend, our most densely populated community, students also received their 8.5x11 printed flyers in Spanish (English on other side) so that our Spanish-speaking students and families could understand and participate in the local Cram the Van school competition and our local in-person event.



11 Our graphics also needed to be tailored for social/online platforms. Here is one of our Facebook graphics just prior to the start of Cram the Van season, which also follows our comic book theme.




12 Here is our Instagram version just prior to the launch of the Cram the Van season/campaign.

Wheatland Electric
Published by Shajia Ahmad · August 31 ·

YES WE CAN, CRAM THE VAN! | Help us stock your local food bank ahead of the holiday season!
During September and October:

- ✓ Drop off your cash or can donation at your local Wheatland office!
- ✓ Follow us on social (or go to www.weci.net/cram-van-food-drive) to find out when we'll be in your town! Receive a hamburger or hot dog meal in exchange for your cash or can donation AND enter for a chance to win a big screen TV!
- ✓ Make an online donation to your local food bank at link above! (Every \$10 will enter you to win a Traeger grill!)

#CoopsCare #CoopStrong #PowerON ⚡



1,659 People reached 85 Engagements - Distribution score [Boost Again](#)

Boosted on September 21 Completed
By Shajia Ahmad

People Reached	593	Post Engagements	18
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[View Results](#)

You and 19 others 5 Shares

[Like](#) [Comment](#) [Share](#)

Comment as Wheatland Electric

13 Here is one of our many social media posts during our Cram the Van campaign.

Wheatland Electric
Published by Shajia Ahmad · September 9 ·

YES WE CAN! | We'll be in Holcomb to #CramTheVan on Tuesday (9/14)! Drop off your cash or can donation at the LONGHORN FESTIVAL in exchange for a hamburger or hot dog meal, and enter to win a big screen TV! #HornsUp

Can't make it? Visit <https://www.weci.net/cram-van-food-drive> to make a quick, easy donation online for a chance to win a Traeger grill! #CoopsCare #CoopStrong #PowerON

TUESDAY, SEPT. 14
Longhorn Festival

WHEATLAND ELECTRIC
Powering Energy for Life

CRAM THE VAN
WHEATLAND ELECTRIC

Items will be donated to your local food bank.

YES WE CAN!

HOLCOMB
HELP US CRAM THE VAN!

Join us at the Longhorn Festival on Sept. 14 at Holcomb High School! All donations will benefit Horns for Hope.
6:00 TO 8:30 PM
Grab a meal in exchange for your CASH or CAN donation!

Wheatland's
WE
TOMATO SOUP

THANK YOU FOR SUPPORTING YOUR LOCAL FOOD BANK!

2,963 People reached · 167 Engagements · - Distribution score

Boost Again

Boosted on September 9 · Completed
By Shajia Ahmad

People Reached	1.3K	Post Engagements	67
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View Results

You and 38 others · 16 Shares

14 Here is one of our many social media posts promoting one of our in-person events during Cram the Van.

THURSDAY, OCT. 14
 Scott City Middle School




Items will be donated to your local food bank.

YES WE CAN!

SCOTT CITY
 HELP US CRAM THE VAN!

Join us at the Scott City Middle School football game on 10/14!
STARTS @4:30 PM
 Grab dinner TO GO in exchange for your CASH or CAN donation & enter to win a big screen TV!



THANK YOU FOR SUPPORTING YOUR LOCAL FOOD BANK!

FRIDAY, OCT. 22
 Conway Springs Cardinals Care




Items will be donated to your local food bank.

YES WE CAN!

CONWAY SPRINGS
 HELP US CRAM THE VAN!

Join us at the Conway Springs High School football game!
STARTS @5:30 PM
 Receive dinner TO GO in exchange for your CASH or CAN donation & enter to WIN a big screen TV!



THANK YOU FOR SUPPORTING YOUR LOCAL FOOD BANK!

TUESDAY, SEPT. 28
 Great Bend Women's Expo




Items will be donated to your local food bank.

YES WE CAN!



GREAT BEND
 HELP US CRAM THE VAN!

Join us at the Great Bend Women's Expo on 9/28!
3:30 TO 7:00 PM
 Bring your CASH or CAN donation for FREE admission & enter to WIN a big screen TV while you're there!



GREAT BEND EVENTS CENTER
3111 10TH ST.

FRIDAY, OCT. 1
 Caldwell High School





Items will be donated to your local food bank.

YES WE CAN!

CALDWELL
 HELP US CRAM THE VAN!

Join us at the Caldwell High School football game on 10/1!
STARTS @5:30 PM
 Grab dinner TO GO in exchange for your CASH or CAN donation & enter to win a big screen TV!



THANK YOU FOR SUPPORTING YOUR LOCAL FOOD BANK!

15 We also tailored our printed flyers for social media purposes, using this Instagram portrait size, which worked well for our social media channels. Using these graphics (only a few of which are pictured), we promoted our in-person events!



16 National Food Bank Day usually falls during our Cram the Van season, so we always take the opportunity to promote this and use it to solicit more cash and can donations during Cram the Van for our local food banks.



17 A banner slide for our homepage.



NOW - NOVEMBER 8

***WIN A TRAEGER GRILL!**

DONATE ONLINE

100% goes to your LOCAL food bank

YES **WE** CAN!



*Every \$ 10 = 1 entry

WWW.WECI.NET



***WIN A TRAEGER GRILL!**

NOW - OCTOBER 31

DONATE ONLINE

100% goes to your LOCAL food bank

YES **WE** CAN!



*Every \$ 10 = 1 entry

Donating online is quick & easy!

18 We also used digital graphics like those shown here to promote our online fundraising campaign. Here is a social media graphic (Instagram portrait size) for our social media channels (above) and a web banner (below).

YES WE CAN!

Wheatland's **WE** TOMATO SOUP

LEOTI!

We'll be in the parking lot across from the Wheatland Electric office (101 W F St.) on **THURSDAY, SEPT. 9!**
11:30 AM TO 1:30 PM

SCRAM THE VAN

WHEATLAND ELECTRIC
Delivering Energy for Life

GRAB LUNCH TO GO IN EXCHANGE FOR YOUR CASH OR CAN DONATION!

YES WE CAN!

Wheatland's **WE** TOMATO SOUP

SCOTT CITY!

Join us at the Scott City Middle School football game on Tues., Oct. 14!
STARTS @ 4:30 PM
All donations benefit Hope's Closet in Scott City!

SCRAM THE VAN

WHEATLAND ELECTRIC
Delivering Energy for Life

BRING YOUR CASH OR CAN DONATION & ENTER TO WIN A BIG SCREEN TV!

YES WE CAN!

Wheatland's **WE** TOMATO SOUP

SYRACUSE!

We'll be at Syracuse High School football game on Friday, 9/24!
@ 5:30 PM
All donations benefit Hamilton County Food Bank!

SCRAM THE VAN

WHEATLAND ELECTRIC
Delivering Energy for Life

GRAB DINNER TO GO IN EXCHANGE FOR YOUR CASH OR CAN DONATION!

19 We also used our homepage (website) to display banners like the graphics shown above to promote our in-person Cram the Van events.



20 The same banner placements were also used on our homepage to thank our communities who participated in our in-person Cram the Van events and show pictures of our events.

#18 Best Total Communications Program (Supporting Documentation-Graphic Design & Promotions)
Wheatland Electric Cooperative Inc., Scott City, KS

 Wheatland Electric added 36 new photos to the album: Yes WE Can, Syracuse! Cram the Van 2021. Published by Shajia Ahmad · September 30 · 🌐

YES WE CAN! | Thank you, SYRACUSE, for helping us raise almost \$1,000 in cash donations alone for YOUR local food bank! We were excited to grill and serve at the Syracuse High School football game last Friday (9/24)! 🥳🥳🥳

We #CramTheVan because we care! Want to help YOUR local food pantry?!? There's still time to:

- ✓ Drop off your cash or can donation at any Wheatland office through the end of October.
- ✓ Come see us when we stop in your town! See when at <https://www.weci.net/cram-van-food-drive!>
- ✓ Make a quick & easy donation online at the link above. For every \$10 donation we'll enter you to WIN a Traeger grill! #CoopsCare #CoopStrong #PowerON ⚡



1,946 People reached 76 Engagements [Boost post](#)

 You and 13 others 1 Share

[Like](#) [Comment](#) [Share](#)

21 We received lots of positive response on social media when we published photos of our events and announcements of our can and cash collections. Here is one of many of those posts.

#18 Best Total Communications Program (Supporting Documentation-Graphic Design & Promotions)
Wheatland Electric Cooperative Inc., Scott City, KS

 Wheatland Electric added 26 new photos to the album: Yes WE Can, Scott City! Cram the Van 2021. Published by Shajia Ahmad · October 19 · 🌐

Thank you, Scott City, for helping us raise over \$750 in cash donations alone for YOUR local food bank during #CramTheVan! We were excited to grill and serve at the Scott City Middle School football game on Oct. 14, 2021! 🥳🥳🥳

We'll be sharing info about the school competition in the coming weeks... stay tuned! #CoopsCare #CoopStrong #PowerOn ⚡



2,014 People reached 238 Engagements [Boost post](#)

 You and 32 others

[Like](#) [Comment](#) [Share](#)

 Comment as Wheatland Electric 

22 We received lots of positive response on social media when we published photos of our events and announcements of our can and cash collections. Here is another of those posts.

OCT 30 Spencer Flight + Education Center

FALL FINALE

YES WE CAN!

Wheatland's **WE** TOMATO SOUP

CRAM THE VAN
WHEATLAND ELECTRIC

11:00 A.M. - 3:00 P.M.
FACE PAINTING + PUMPKIN
DECORATING + HAYRACK RIDES
+ CANDY DROP @ 3PM

**DONATE CASH OR CANS IN EXCHANGE
FOR LUNCH + ENTER TO WIN A TV!**

OCT 30 Spencer Flight + Education Center
300 S. Mesquite Rd., Scott City

FALL FINALE

YES WE CAN!

Wheatland's **WE** TOMATO SOUP

CRAM THE VAN
WHEATLAND ELECTRIC

11:00 A.M. - 3:00 P.M.
FACE PAINTING + PUMPKIN
DECORATING + HAYRACK RIDES
+ CANDY DROP @ 3PM

**DONATE CASH OR CANS
IN EXCHANGE FOR LUNCH
+ ENTER TO WIN A TV!**

23 Our concluding in-person Cram the Van event is called the Fall Finale and is held in Scott City, KS, where our cooperative headquarters are located. These graphics promoting the event mimicked our theme for this year, including our comic book vibe. We even printed two large-scale banners with these designs, one for the local elementary school and another for the public park. These banners were seen by thousands of drivers in the area.

Thank you, Wheatland!

SCRAM THE VAN
WHEATLAND ELECTRIC

44,576
TOTAL POUNDS!

Wheatland's
WE
TOMATO SOUP

Another record-breaking year!

24 Once we had weighed, tallied, and delivered all our cash and can donations to each of our 12 local food banks, we were able to share the total pounds collected with our membership and social media fans.

We chose to animate these graphics for social media, to make a bigger impact with our viewers.

Thank you, Wheatland!

SCRAM THE VAN
WHEATLAND ELECTRIC

44,576
TOTAL POUNDS!

Wheatland's
WE
TOMATO SOUP




Another record-breaking year!

#18 Best Total Communications Program (Supporting Documentation-Graphic Design & Promotions)
 Wheatland Electric Cooperative Inc., Scott City, KS

Wheatland Electric
 Published by Shajia Ahmad · November 25 at 12:30 PM · 🌐

Friendly school competitions are one of the ways the communities we serve help us raise canned goods for our local food banks and held us CRAM THE VAN every year! As we crunch our final #CramtheVan numbers, we're THANKFUL this THANKSGIVING for the students, their families, and school staff who help make our annual food drive a success every year!

Congrats to [Greeley County Jr./Sr. High](#) (USD 200), the 3rd graders at [Scott City Middle School](#) (USD 466), and [Wiley Elementary Sc...](#) See more

1,939 People reached 108 Engagements

You and 20 others

Like Comment Share

Comment as Wheatland Electric


25 It was exciting to share our school competition winners and check presentations on social media and through local news releases. To promote our biggest school competition (in Great Bend), we even created a short thank you video (link to video available in supporting attachments).

Wheatland Electric
 Published by Shajia Ahmad · November 24 at 11:49 AM · 🌐

We're so excited to announce the results of our 2021 Great Bend Schools Competition, sponsored by [Hiss Sherman Wealth Management!](#)

- 🏆 1st place - [Central Kansas Christian Academy](#) (\$500)
- 🥈 2nd place - [Jefferson Elementary School](#) (\$300)
- 🥉 3rd place - [Lincoln Elementary](#) (\$200)

O... See more



1,150 People reached 80 Engagements

Boost Again

Boosted on November 24 at 11:59 AM Finishes in 1 day
 By Shajia Ahmad

People Reached	524	ThruPlays	153
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View Results

You and 10 others 4 Shares

Like Comment Share

Comment as Wheatland Electric