

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



1 We've been grilling hamburgers and hot dogs for our members during Cram the Van for eight consecutive years. We have a portable grill that travels with us to all our in-person locations.



2 We typically have a few hundred local members come to our Cram the Van events because they are hosted at places where people are already gathering, like Friday night football games. Members receive a hot dog or hamburger meal plus chips, cookies, and a drink in exchange for their cash or can donation to the local food bank.

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3 We collect our canned donations in bins and boxes and take them to our facility to weigh before delivering them to the local food bank, typically before the Thanksgiving holiday. Cram the Van is a lot of leg and muscle work and we need volunteers from across our cooperative to make every event successful.



4 At some of our in person events where a local school competition was simultaneously being held, members could also “vote” with their canned goods for the competing school of their choice.

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5 Our extended red Chevy passenger van travels with us to all Cram the Van events!



6 We love meeting our members in all our southwest and central Kansas communities. Our service territory is expansive (almost 300 miles across) and getting out to all our communities is important to us.

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7 Members who attended our in person events could enter to win a big screen TV if they made a cash or can donation. We collected several thousand entries across our many Cram the Van events and announced our winner on social media through a video presentation.



8 Many of our board members volunteered at our local Cram the Van events to pitch in wherever needed: in the donation collection line, food line, behind the grill, and more.

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9 Our line crews who grilled at our events and all our volunteer employees sported our new t-shirts showcasing our theme and design for this year's Cram the Van.

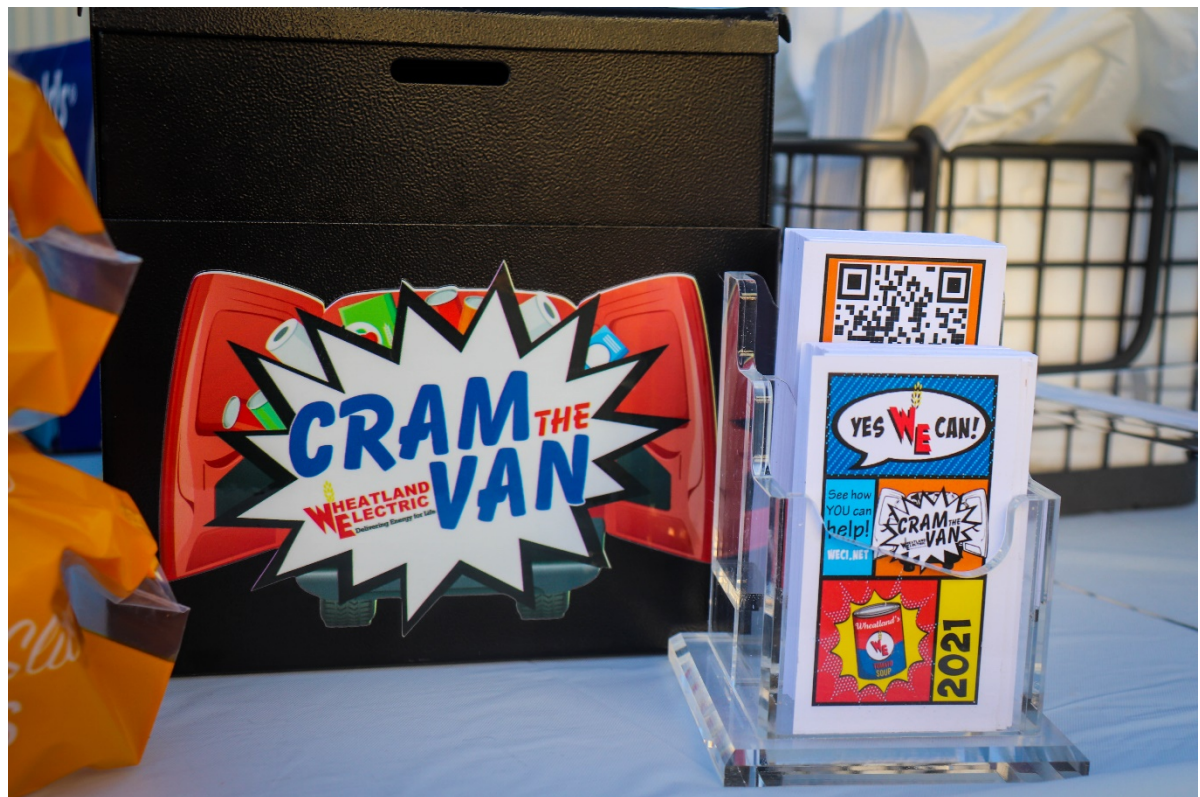


10 Our new apparel also featured our standard Cram the Van logo on the front. Here are volunteer employees in one of our food lines at one of our Cram the Van events.

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11 We collected more cash donations than ever at our Cram the Van events this year.



12 We also held a fundraising campaign online and distributed this information on social media and through small business cards we designed and distributed at each our Cram the Van events.

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13 We were able to donate more cash and can donations to our local food banks through this year's Cram the Van campaign than every before!



14 We raised a total of 44,576 pounds of food for a dozen food banks across our southwest and central Kansas service territory. Our food bank representatives were incredibly grateful and appreciative of our support.

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15 Getting our youngest members involved through our school food drive competitions was one of the most rewarding parts of Cram the Van. These third graders from Scott City Middle School received one of our \$500 cash prizes for outraising their peers in their schoolwide competition.