



NEW MEXICO

HUNTERS

HELPING THE HUNGRY

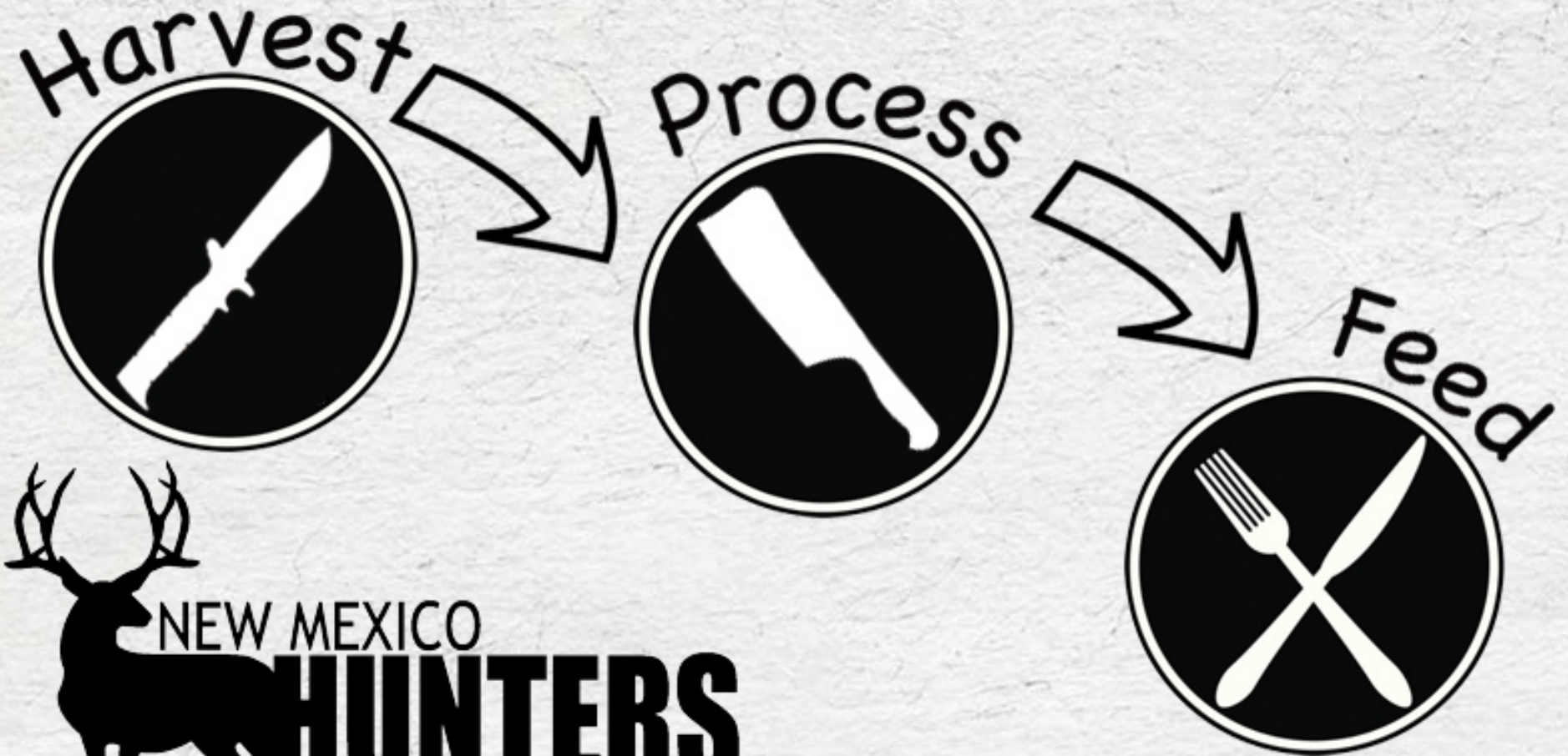
ABOUT THE PROGRAM



- Program initiated in 2013
- Operated and administered by Roadrunner Food Bank
 - A non-profit dedicated to helping NM's hungry
 - Reaches 40,000 hungry people weekly
- **10 processors** were Certified by the NM Environment Department in 2015-16
- **Deer or elk** donations only



HOW HUNTERS HELPING THE HUNGRY WORKS



NEW MEXICO
HUNTERS
HELPING THE HUNGRY

MEDIA MARKETING

Media:

- Press Release
- Email Blast
- Social Media campaign
- Website Announcement

Advertising (Statewide):

- Radio Campaign
- Billboards
- Johnny Boards

Outreach:

- New Mexico Outdoor Expo
- Gathering of the Counties Day
- AgFest
- NM Outdoor Adventures Show
- **The ROCK at NoonDay**



HOW TO GET INVOLVED

- Donate all or a portion of your elk or deer harvest
- Become an approved processor
- Make a monetary donation to Road Runner Food Bank

www.rrfb.org



- 1 Giving Form
- 2 Payment Details
- 3 Receipt

Hunters Helping the Hungry

Contact Information

Roadrunner Food Bank
Development Staff
505-349-8909
info@rrfb.org

Thank you for your support! Funds raised through this web portal pay local meat processors the necessary fees to safely handle and prep meat donated by local hunters to hunger-relief organization like the Food Bank and our network of partners.

Meat donations from the Hunters Helping the Hungry program provides a source of quality protein and lean meat to supplemental the food needs of hungry people.

DONATION

Gift Amount - minimum of 10 (do not use \$)

(USD)

A receipt for this gift will be emailed to you. If you prefer we do not mail a thank you letter please check the box.

Do Not Mail Thank You Letter

Special Gift Instructions

CONTACT INFORMATION

First Name

Last Name

Address

City

State

Zip



Information:

**New Mexico Department
of Game and Fish**

(888) 248-6866

wildlife.state.nm.us

Runner Food Bank

(505) 349-8933

www.rrfb.org

