

## Food Frenzy Toolkit



Working to end hunger is serious business. As a Food Frenzy Coordinator, you've stepped up to lead your organization in the fight against hunger in your community. As such, we think you deserve a promotion. From now on, all Food Frenzy Coordinators are known as the CEO of Ending Hunger at your company.

To set you up for success in your new role as CEO, we're providing this toolkit to share best Food Frenzy practices and ideas.

With your hard work and creativity, we'll continue to increase access to healthy, nutritious food for our friends and neighbors struggling to put enough food on the table.

### Let's start by following these simple steps to engage your office in Food Frenzy:

1. [Register your company to participate](#)
2. [Recruit coworkers to help set fundraising goals and select awards to pursue](#)
3. [Check out the creative event ideas and decide on the types of events you'll host](#)
4. [Sign up to volunteer](#)
5. [Solicit prizes and incentivize employee participation](#)
6. [Review the important dates](#)
7. [Learn about your Crowdrise online donation page](#)

### Tools to make Food Frenzy easier:

1. [Food Frenzy Engagement Presentation](#)
2. [Results Reporting Packet](#)
3. [Food Frenzy Thermometer Tracker](#)
4. [Food Frenzy Downloads \(logos, posters, etc\)](#)
5. [Social Media Tools](#)
6. [Impact Posters for your office](#)
7. [Volunteer Tracking Template](#)
8. [Food Frenzy Wrap up – What you need to know](#)

## Which Awards to Pursue:

For each sector participating in Food Frenzy, we award an Overall Winner and a Per Capita Winner. Sectors include: Accounting, Design, Construction & Engineering, Financial, Law, Public Sector Law, Technology, and Kitchen Sink.

### **OVERALL AWARDS**

These winners have accrued the most points, based on the Point Guidelines for financial donations, food items, and volunteer hours included in this document. This category takes into account the total points earned, regardless of the size of the company and number of employees. A First, Second & Third place will be awarded.

### **PER CAPITA AWARDS**

These winners have accrued the most points per capita. This category reflects the size of the organization by taking the total number of points divided by the total number of employees. A First, Second and Third place will be awarded.

### **PARTICIPATION AWARDS**

This award honors and recognizes those organizations with 100% participation by employees. Every organization with 100% participation earns this award.

### **FLASH FORWARD AWARD**

The winner of this award has achieved the greatest percentage increase in points per capita over the previous year's Food Frenzy points. This award is designed to recognize significant achievement by a returning competitor. Only one award will be presented.

### **DOUBLE DOWN AWARD**

The winners of this award are recognized for doubling their per capita points over the previous year. Awards are presented to each organization that doubles their per capita points.

### **ROOKIE OF THE YEAR AWARD**

This award recognizes outstanding performance by a first-year Food Frenzy participant. Judging is based on highest points per capita and only one award will be presented.

## Creative Event Ideas

Download a list of great ideas to help your office creatively raise funds and collect food for Food Lifeline while raising awareness of hunger in Western Washington. We provide a list of items you'll need, step by step directions to execute the ideas and tips on how to make it a success.

### **[Food Frenzy Fundraising Ideas](#)**

## Important Dates

**June 6, 2019:** Coordinator Luncheon at the Palace Ballroom

**July 12, 2019:** Food Frenzy Finale Begins!

**July 23, 2019:** Special Online Match Day

**July 26, 2019:** The last day of the Food Frenzy Finale!

**July 30, 2019:** Donation and Results Packet Turn-in Day

**August 1, 2019:** Award Announcement Day!

**August 15, 2019:** Food Frenzy Pack & Party Trivia Night Celebration!

## Crowdrise Online Donation Page

We want to make it easy for you to raise funds through Food Frenzy! Your Company's online donation page is through a site called Crowdrise. This includes a unique URL link to share with your employees and community and all donations go directly to Food Lifeline.

These pages allow you to tell your story and track all online donations coming in for your company. To make it easier, your page is already built. You will be able to edit your information as well as add pictures or video. An email will be provided by Food Lifeline's Corporate Relations Coordinator, Tobi Shannon, with your login information.

Fundraising officially starts August 1, 2018. All fundraising pages will be available May 1, 2019 unless you have requested your Crowdrise page earlier. Simply share the unique URL for your page and ask donors to click "DONATE TO YOUR FUNDRAISER". Remember, all the money raised will tally up on your company's fundraiser and will count toward your Food Frenzy points! Look for more resources and emails from us along the way that will help you in your fundraising and Food Frenzy efforts!

**There will be two live Crowdrise Webinars scheduled this Spring; May & June.**

If you need help setting up your page, please email [Crowdrise](#). If you have questions about Food Frenzy, please email [Tobi Shannon](#).

**Pages will be available for editing after May 1, 2019.**

## Coordinator Tool Kit Food Frenzy Engagement Presentation

We have created a Food Frenzy presentation for you to use in Kick Off events in your office. You are welcome to download the pieces and add elements that fit best for your presentation. Food Lifeline staff would love to attend your events, to be on hand to answer questions and assist so please ask.

There are three parts:

[The PowerPoint Presentation](#)

[The Scripting and Notes](#)

[The True/False Cards](#)

Additionally, check out and feel free to use this video in your efforts:

[The Kids at Villa Academy Take You to School](#)

## Coordinator Tool Kit Food Frenzy Downloads (logos, posters, etc)

[Logos](#)

[Food Frenzy Poster](#) (WIP)

## Coordinator Tool Kit Social Media Tools

Share the Fun - Help us share Food Frenzy with more companies! Here are some fun graphics you can share on Facebook, Twitter or your social network of choice to spread the word about Food Frenzy.

[Like us on Facebook!](#)

[I don't always play golf in the office](#)

[I don't always wear a hairnet](#)

[I don't always dress up like an orca](#)

[I don't always take a pie to the face](#)

[I don't always sumo wrestle my coworkers](#)



Click to Tweet: **We are competing in #FoodFrenzy to support @FoodLifeline and you should too! Find out more**



Click to Tweet: **Join #FoodFrenzy and have fun in your office while fighting childhood hunger. Find out more**

## Food Frenzy Wrap Up – What you need to know

How to wrap-up your participation:

Please deliver all your donations and your Results Reporting Packet with all monetary donations and forms on Tuesday, July 30 between 9:00 AM – 12:00 PM to either of the following locations:

**SEATTLE:** Davis Wright Tremaine, 920 5<sup>th</sup> Ave, Suite 3300, Seattle

**BELLEVUE:** Davis Wright Tremaine, 929 108th Ave NE, Suite 1500, Bellevue

Or mail/deliver to Food Lifeline, Attn: Food Frenzy, 815 South 96th Street, Seattle, WA 98108.

Packets must be received before 3:00 PM to Food Lifeline on July 30 to be included in the competition.

Please call Food Lifeline at (206) 432-3624 with any questions.