

Coordinator 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 GoFundMe Charity 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... Coming soon!
6. Impact Posters for your office...Coming soon!
7. [Volunteer Tracking Template](#)

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 considers 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

Check out these great ideas to help your office creatively raise funds and collect food for Food Lifeline while raising awareness of hunger in Western Washington.

SUPER EASY IDEAS that can be executed by a single coordinator

Envelopes and Reminders: Place a donation envelope in every mailbox and follow up with fun email reminders. Ask the managing partner or organization to match all donations made by employees.

Online Donations: Set up your online donation page and send out the link with a fundraising goal for your office.

Department Challenge: Have departments challenge each other to raise the most meals (\$1 creates 5 meals). Keep a running tally posted. Offer a pizza party or doughnut breakfast to the winning group and use a giant thermometer to track your progress.

Give Them A Hand: Create colorful paper cutouts of hands to sell to employees for \$1. Post them in the break room to show who donated.

IDEAS WITH MORE PLANNING INVOLVED:

These ideas are fun ways to actively engage your coworkers in Food Frenzy but require some planning. You'll want to form a small committee of at least 2 or 3 people to help execute these ideas.

[Casual Day](#)

[Pie-in-the-Face Activities](#)

[Pay-to-Play Activities](#)

[Cutest Pet Contest](#)

[Buy-A-Bag Fundraiser](#)

[Bake Sale](#)

[Cook-Off](#)

[Silent Auction](#)

[Mini Golf in Your Office](#)

[Flamingo "Flocking" in Your Office](#)

[Cardboard Cut-Outs in Your Office](#)

Important Dates

June 4, 2020: Coordinator Luncheon at the Palace Ballroom

July 10 – July 24, 2020: Food Frenzy!

July 21, 2020: Special Online Match Day

July 28, 2020: Donation and Results Packet Turn-in Day

July 30, 2020: Award Announcement Day!

Creative Event Ideas – Casual Day

Pay up to dress down! Hosting a Food Frenzy 'Casual Day' gives offices with a strict dress code a chance to go low-key for a day while giving to a great cause.

Things You Will Need:

- Posters and signs to advertise around the office
- Support stickers

Directions:

1. Select a date for your casual day. Be sure to ask for permission from your company and managers.
2. Set a minimum donation amount. The money can be paid in advance or on the Casual Day and is usually collected by the supervisor or a designated person, depending on the size of your office. Many offices set the minimum at \$5-\$10. A creative option is to have a senior member pay for the entire team. The donation amount and specifics depend on the climate of your office.
3. Select someone in the office to collect the donations. This could be a manager, receptionist or Food Frenzy coordinator.
4. Get the word out! Send out an email reminder to the office and put up signs around the office. This gives people the opportunity to plan their casual outfits and even dig out their best Hawaiian shirt. Make it clear where and how they can donate to dress casually.
5. Make a badge or sticker for supporters to wear. Everyone who makes a donation in order to participate in the Casual Day can receive a sticker saying, "Casual for a Cause: I donated to Food Lifeline" or something custom for your company. This helps promote the cause and explain the casual dress if needed.

Quick Tips:

- Clearly state what "casual" means according to your office's policies.
- Try to collect donations in advance! With each donation, make sure you give them a sticker that shows their support.
- You can also ask staff to pay/donate on your GoFundMe Charity page and indicate "Casual Day" in the notes section to avoid having to handle cash or checks.

Email Example:

Pay up to Dress Down! Dress Casual on Thursday to raise money for Food Lifeline. Suggested donation is \$5. Please pay the receptionist or online via our GoFundMe Charity page by Friday.

Creative Event Ideas – Pie-in-the-Face Activities

Pie-in-the-Face activities can be very effective fundraisers for your office, given you're able to recruit participants who are literally willing to "take one for the team!"

Things you will need:

- Willing Partners, Principals and Managers
- Pies (You can also use pie tins filled with cool whip with a cherry on top)
- An event or meeting to perform the Pie in the Face activity

Directions:

1. Set a minimum donation amount. Recommendation is \$5 to \$20. Staff "votes" for which leadership team member they want to see "pied".

2. Designate someone to collect the donations and tally amounts raised towards each willing Pie in the Face participant.
3. Promote the "voting" results daily to encourage staff to participate or "vote" again to see a particular member of leadership "pied".
4. Publish rules for "voting". For example, will you allow those leadership members who have volunteered to be "pied" to "vote" for others, so they won't be "pied"?
5. When it's time for the actual activity, you can purchase pies or use pie tins (they come in a pack of 3) with cool whip (2 tubs fill one pie tin) and add maraschino cherries or anything else to decorate.

Quick Tip:

- You can also ask staff to pay/donate on your GoFundMe Charity page and indicate which person they are "voting" for in the notes section to avoid having to handle cash or checks.
- To help increase participation, put all voter names into a drawing, regardless of amount donated, for who will get to throw the pie.

Creative Event Ideas – Pay-to-Play Activities

Play to play activities are fun games or activities your coworkers pay to participate in. It may include a ping pong tournament, dressing up as sumo wrestlers and knocking each other over or playing Mario Kart.

Things you will need:

- Game or activity of your choice to play
- Tickets
- Prizes

Directions:

1. Choose a game to play that employees can pay to play. This could include trivia, balloon darts, Wii Bowling or any other game you would like!
 - For Trivia, teams pay an entry fee to participate.
 - For balloon darts, each dart can be numbered and assigned a prize, of varying monetary value.
2. Designate someone to collect the donations during your Pay to Play event or have a lap top handy and allow staff to pay by credit card on your GoFundMe Charity page.
3. Make sure to send out notice of the event two-three weeks ahead of time to ensure maximum participation.

Quick Tip:

- Pay-to-play activities work great alongside another activity such as a barbeque, lunch, happy hour, etc.

Creative Events Ideas – Cutest Pet Contest

People say owners resemble their pets so put this theory to the test and host a Cutest Pet Contest. Who can't resist showing off their cats, dogs, birds and pot belly pigs? You won't have a shortage of contestants!

Things you will need:

- Employees with pets
- Wall or space to display pet pictures
- Jars or box to collect donations or tickets

- Tickets
- Pet-related prize for the winner

Directions:

1. Secure a wall where employees can post pictures of their pets. Make sure it is a place where people walk by.
2. Invite employees to enter their pets into the Cutest Pet Contest for a \$5 entry fee.
3. Employees can vote on the cutest pets with their dollars. There are two options to collect votes.
 - Place a jar in front of each pet picture to collect money. The jar with the most money at the end of your contest wins.
 - Use one large box or jar to collect tickets that you sell. Tickets can be sold for \$2 each or 6 for \$10. Place the tickets with the pet names written on the ticket in the collection container.
4. With either option, send out periodic emails to staff noting the leaders. Make it fun to encourage competition!
5. In the end, award a pet store gift card to the winner. You can ask pet stores for a donation if you would like.

Quick Tip:

- You can also direct staff to your GoFundMe Charity page and encourage them to purchase tickets or vote for their favorite pet, including the pet’s name in the notes section when donating.

Creative Event Ideas – Buy-A-Bag Fundraiser

Everyone loves mysteries and a game of chance. The Buy-A-Bag combines the two while raising money for a great cause.

Things you will need:

- Paper grocery or brown bags
- Assorted prizes, big and small (enough for each bag to have a prize)
- Bag labels for each bag

Directions:

1. Gather grocery or brown bags for this easy activity. You can use as many as you have room for, or the number of bags that will meet your financial goal for this activity.
2. Give each bag a “prize” number. You can price the bags all the same, or have different levels: \$10, \$20, or more!
3. Find an empty wall in a well-traveled area to hang the bags. This could be a wall in break room, hall or the lobby.
4. Create a confidential list of prizes associated with each numbered bag for your record. For example: #1: \$5 Starbucks gift card, #2: bottle of wine, etc.
5. Send out an email to advertise the bag purchase and give instructions on whom to purchase the bag from, the cost of the bags and examples of prizes.
6. As coworkers purchase the bags, give out the prizes corresponding to the bag.
7. You can leave the bags on the wall and mark “SOLD” on them or include the name of the employee that purchased the bag – this gives some recognition to your colleagues!

8. Collect money and hand out the prizes until you run out of bags, or until the end of your event.

Quick Tip:

- Keep a list of the bag numbers and corresponding prizes hidden to make things easier and so no one can peek at the prizes before purchasing the bag.
- You can also direct staff to your GoFundMe Charity page to purchase their bags and indicate which bag by "prize" number they are purchasing in the notes section.

Creative Event Ideas – Bake Sale

Bake sales are a great way to engage your office, or even your building, in Food Frenzy in a fun and tasty way. This is a great idea to raise a little money and increase your employee participation!

Things you will need:

- Posters and signs to advertise around the office and/or building
- Disposable plates, napkins, & utensils; table and chairs to stage the sale, cash box and display trays & labels for the treats
- Volunteers to bake and volunteers to staff the table
- Dollars and coins (for change)

Directions:

1. Select a date, time and place for your bake sale. Choose a time and place that will receive high traffic. Some groups choose the lunch hour (11:30 am-1:30 pm) to attract a lunch rush in the lobby and/or cafeteria.
2. Recruit bakers & volunteers. Ask members of your office to make treats for the day of your sale and recruit coworkers to staff the table during your sale. Confirm with your bakers and volunteers the day before your sale to make sure they remember.
3. Get the word out! Create signs and flyers with all the necessary information and post them throughout your office and building. Send out an e-mail a week prior to the sale and reminders the day before and the day of the sale to help attract and remind people. Don't forget to ask for permission before posting anything.
4. Put together materials for your bake sale table: Create and display a sign with the name of the sale, items and prices. Set up the table and chairs, and lay out baked goods, individually wrapping each treat whenever possible. Make sure to get the name of the treat from the baker so you can label it and be sure to clearly label if it contains nuts.

Quick Tips:

- Start soliciting your bakers and volunteers early.
- Price the treats in whole dollar amounts to avoid over-complication with coins. And remember that people will pay higher prices when the proceeds benefit a cause!
- Create a participant/donation signup sheet to help keep track of what people will be bringing and to avoid duplicate items (make sure there's a place for contact information too!)
- Have a cash box with change. It will help keep everyone organized with how much money was collected.
- If you bundle your baked goods, for example "3 items for \$5" or sell items by the dozen or full loaf/pie tin for \$10, you can direct staff to pay online via your GoFundMe Charity page.

Creative Event Ideas – Cook-Off

We know food brings people together so what better way to engage your coworkers than a good old fashion cook-off!

Things you will need:

- Volunteer chefs and bakers
- Small cups/plates for serving
- Setup area with tables
- Extension cords may be needed for crockpots
- Ballots

Directions:

1. Pick a theme for your cook off. It could be a chili cook-off, risotto, pie, jams, the options are endless!
2. A few weeks before the event, solicit participants to enter their recipe into the cook-off.
3. Advertise throughout the office in the weeks leading up to the event.
4. The day of the event, set up the tables and label each entry. Have a separate space to collect money and ballots.
5. Following the cook off, tally the votes and award prizes. This could be something simple like a certificate or a gift card to a local kitchen supplies store/retailer.

Quick Tip:

- Have your cook-off during lunch time to draw more of a crowd. You could also invite guests from other companies in your building or families.
- Sell drinks or side dishes in addition to the main item. One flat fee allows you the ability to sample multiple items and vote on the winner.
- Encourage staff to buy their cook off ballot/entry online via your GoFundMe Charity page.

Creative Event Ideas – Silent Auction

Silent auctions are a great way to raise donations with a little competitive fun. For best attendance, you can hold an auction as part of another gathering such as an all-staff event or a client open house.

Things you will need:

- Foldable tables with tablecloths
- Donation items/experiences
- Pens and paper
- Enthusiasm!

Directions:

1. Select a date, time and place for your silent auction. Choose a large enough space for all donations to be displayed and for participants to have room to walk through. Let people know when the bidding will begin and end, so they don't miss their chance.
2. Ask coworkers and leaders to donate items or experiences. Ask for specific items that would appeal to your employees. Items that do well are experiences such as sports or theater tickets, zoo memberships, dinner with the boss, a cabin getaway, a wine tasting tour. Be sure to ask and track the value of the item so a minimum bid can be set and thank you notes can be accurate. Anyone can donate an item, but

you can turn down an item you feel won't fit or raise much. The best items are those that have a tie-in with your company or the cause.

3. Get the word out! Send out emails, put up signs and share with the whole office the opportunity to attend and bid at the event. Let them know about the great items and the great cause.
4. Set up the materials and donations. Make displays for each item. Make the item more compelling by including a description and pictures. Place a pen and bid sheet next to the item so participants can write their bid alongside their name. At the top of the page for each item, write the item name and value.
5. Last calls and thank yous! Starting 30 minutes prior to closing the auction, attract last minute bids by calling out "deals" that haven't been bid on yet or "hot" bidding items with the current bidding price/meals donated. Clearly demonstrate the end of the auction by circling the top bid and turning the bid sheet over. Be sure to collect the funds for the items and send the winning bidder a thank you note with how many meals they provided. Send a thank you to the item donor as well!

Quick Tips:

- Track all items donated, and contact info for item donors and auction attendees.
- Announce that all proceeds benefit Food Lifeline
- Send thank you notes to item donors, including total dollars raised during the event and how much they contributed in number of meals
- Let the winning bidders know how many meals their bid provided!
- When the auction has closed, you can ask winners to pay for their auction items on your GoFundMe Charity page.

Creative Event Ideas – Mini-Golf in Your Office

Our Design, Construction and Engineering sector competitors love to show off their talent and creativity when it comes to designing miniature golf holes in their offices.

Things you will need:

- Participating employees and clients
- Hallway space for your courses
- Putters and golf balls

Directions:

1. Schedule a day for your tournament and recruit players from inside your office or office building. Make sure you have approval from your management to use the hallways.
2. Ask members of your office to "pay to play" in a tournament. A \$5 entrance fee is a great place to start. Invite different departments to decorate or design a hole of the course and offer prizes for the best designed hole.
3. Ask clients to sponsor the holes to raise additional funds. This would include their logo at the hole or a complete design of that golf hole.
4. Check around your office for employees that have putters and golf balls to borrow. You can also rent them from local golf shops.
5. You can offer prizes for the winners, or simply make it a fun activity to participate in!

Quick Tip:

- Bundle pizza and beverages into your entrance fee.
- Have a laptop handy at check in and encourage participants to pay online via your GoFundMe Charity page.

Creative Event Ideas – Flamingo “Flocking” Your Office

Flocking: noun. a number of animals of one kind, especially sheep, goats, or birds, that keep or feed together or are herded together.

Things you will need:

- Plastic flamingos (Try the Dollar Store or Amazon)
- Flamingo Order Form
- Flamingo Insurance Form
- Designated staff to collect money and “flock” the office

Directions:

1. Send out notice to the staff that, for a designated sum of money, a co-worker’s office can be flocked with flamingos. It can be anonymous, or the purchaser can be disclosed who they are.
2. When the designated staff receives an order form and money, the co-worker’s office will be filled with flamingos for 48 hours. The flamingos will be removed after 48 hours.
3. People can have flamingos removed from their office quickly by paying a fee and calling/emailing the Flamingo Hotline. People can pay for Flamingo Insurance, keeping their office flock-free for the duration of the fundraiser.

Quick Tip:

- You don’t have to use Flamingos! Consider using something related to your business or culture. For example, Sound Community Bank’s mascot and logo is the Orca Whale. They have a giant inflatable Orca Whale they pass around!

Creative Event Ideas – Cardboard Cut-Outs in Your Office

They say the best offense is a good defense. Never has this been truer when trying to keep Fabio or David Hasselhoff out of your office!

Things you will need:

- Cardboard Cutouts such as Justin Bieber, Fabio, David Hasselhoff
- Designated staff member as “Fine” Collector/Cutout Mover
- Posters to share about the activity

Directions:

1. Obtain a cutout of your choosing. These are available at comic stores, Amazon, and party supply stores. You can ask the store to donate one as well. If you are crafty, consider making your own cardboard cutout.
2. Promote this fundraiser through email and posters. Defining the rules around placing the cutout in someone’s office/cube, paying to get it removed and buying an Exemption Pass to keep the cutout away permanently.
3. Work out the logistics with your designated team on how staff will pay to send the cutouts to their coworkers, have it removed, how to purchase an Exemption pass and who will move the cutout based on what your coworkers are paying for.

Quick Tips:

- To kick this event off, start by placing it in a senior manager’s office, who has to pay to get it out. The faster it is moved; the more money will be raised.
- When selling an Exemption pass – aka “Bieber-free zone” passes, which will keep the cutout out of employees’ offices, this amount should be significantly higher than the

cost to put the cutout in an office. For example, if it costs \$5 to put the cutout in someone's office, and \$5 to get it out of the office, it may cost \$20 to have an exemption or immunity pass.

- Consider using a cut out or a doll that is accompanied by music which will ratchet up the "annoyance" factor and get it moved faster.

GoFundMe Charity 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 GoFundMe Charity. 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, Mariam Khodr, with your login information.

Fundraising officially starts July 10, 2020. However, if your office wants to run their fundraisers outside of the official two-week window, we'll still count your dollars raised towards your Food Frenzy totals. All fundraising pages will be available May 1, 2020 unless you have requested your GoFundMe Charity 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 fundraising page 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!

If you need help setting up your page or have any questions about Food Frenzy, please email [Mariam Khodr](mailto:maria.khodr@foodlifeline.org).

Pages will be available for editing after May 1, 2020.

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...Coming soon!

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 28 between 9:00 AM – 12:00 PM to either of the following locations:

SEATTLE: Davis Wright Tremaine, 920 5th Ave, Suite, 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 28 to be included in the competition.

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