

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 mission to end 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.

Fall can be a tough time of year for families living paycheck to paycheck. Back to school shopping, higher utility bills and the cold & flu season can put additional strain on already stretched budgets. And this fall will prove to be challenging for even more families as COVID-19 continues to financially affect more than a million people in our state.

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, creativity, and support, we're able to get nutritious food into the communities that need it most, helping relieve some of the financial burden and stress faced by many families this time of year and affected by COVID-19.

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. [Food Frenzy Thermometer Tracker](#)
3. [Food Frenzy Downloads \(logos, posters, etc\)](#)
4. [Social Media Tools](#)
5. [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 for each sector.

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 for each sector.

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, both virtual and in person, 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.

Virtual Fundraising Ideas

In Person Fundraising Ideas

Important Dates

August 13: Virtual Coordinator Luncheon Kick Off

September 18 – October 2: Food Frenzy

September 29: Match Day

October 6: Turn-in Day

October 8: Award Announcement Day!

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 September 18th, 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 July 30th, 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:Mariam.Khodr).

Pages will be available for editing July 30, 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:

[Food Lifeline's COVID-19 Response](#)

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

[Logos](#)

[Food Frenzy Poster](#)

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.

[Join the Coordinator's LinkedIn Group!](#)

[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:

We're moving the Reporting Packet online so you can submit your Packet electronically and mail/currier any checks/credit card envelopes/cash and supporting documentation to the Hunger Solution Center (address below).

For our competitors with food drive items or want to turn their cash/checks/etc in person, we'll be in Seattle and Bellevue on Tuesday, October 6th between 9:00 AM – 12:00 PM.

Final locations are TBD

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 October 6th to be included in the competition.

Please call Food Lifeline at (206) 432-3618 with any questions.