



## Food Frenzy Toolkit

This summer, the number of people experiencing hunger continues at crisis levels, with people of color, migrants, Indigenous populations, and refugees experiencing food insecurity at twice the rate of the general population. As a Food Frenzy

Coordinator, you've stepped up to lead your organization in Food Lifeline's mission to feed people who are experiencing hunger today and solve hunger tomorrow. This year, our focus will be the root causes of food insecurity: poverty, inequity, and systemic oppression.

To set you up for success to root out hunger this year, 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.

### 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 Mightycause 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. [Choose an impact poster for your office:](#)
  - a. [poster 1](#)
  - b. [poster 2](#)
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 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 per 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 does this.

### **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 Virtual Fundraising Ideas](#)

[Food Frenzy In-Person Fundraising Ideas](#)

## Important Dates

**June 3, 2021:** Virtual Coordinator Kickoff

**July 16 – July 30, 2021:** Food Frenzy!

**July 27, 2021:** Special Online Match Day

**August 3, 2021:** Donation and Results Packet Turn-in Day

**August 5, 2021:** Award Announcement Day!

## Mightycause Charity 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 Mightycause. 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. For context, it is very similar to CrowdRise and Go Fund Me Charity but with some new features that make it more powerful and easier to use. This year, you will be setting up your own pages – we have found that setup is much simpler than previous tools. You will be able to edit information, add pictures & videos, and personalize the page for your company.

Fundraising officially starts July 16, 2021. Simply share the unique URL for your page and ask donors to click the "DONATE" button at the bottom of your team page. 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!

**Find the Food Frenzy Campaign Page [here](#).** You can always visit this page to view the live leaderboard, see who has created a team, and the total amount that each company has raised thus far in the competition. If you need help setting up your page or have further questions, please email [Marisa Kent](#), [Leeann Huntington](#), or [Kyle Plummer](#).

## 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](#)

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

[Logos](#)

[Food Frenzy Poster](#)

[Food Frenzy Match Day Poster](#)

## Coordinator Tool Kit Social Media Tools

Share the Fun - Help us share Food Frenzy with more companies!

[Like us on Facebook!](#)



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



Tweet: **Join #FoodFrenzy and have fun in your office while rooting out hunger & inequity in our food systems. Find out more:**

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

How to wrap-up your participation:

You'll need to complete [the Online Reporting packet](#) by 3pm on Tuesday, August 3<sup>rd</sup>. If your fundraising wasn't completely online this year and you have cash, checks and/or credit card forms, you'll need to have those couriered or brought to the Hunger Solutions Center at 815 S 96<sup>th</sup> St, Seattle, WA 98108 by 3pm, August 3<sup>rd</sup> by 3 PM.

You can also mail 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 Tuesday August 3<sup>rd</sup> to be included in the competition.

Please call Food Lifeline at (206) 545-6600 with any questions.

**\*\*If you're having trouble accessing the online version of the results reporting packet, you can use the [printed version](#).**