

## FOOD FRENZY TOOLKIT

Summer should be a time to relax but for far too many kids and families, summer only exacerbates food insecurity in our communities. When kids are away from school, many lose access to free meals, putting a strain on budgets already stretched thin.

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 while we work to end hunger for tomorrow. Food insecurity impacts 1 million individuals living in western Washington, and 31% of them are children.

To set you up for success 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 to mitigate the impact of childhood hunger so kids can thrive.



## GETTING STARTED

1. [Register your company](#)
2. [Select awards to pursue](#)
3. [Creative event ideas](#)
4. [Sign up to volunteer](#)
5. [Solicit prizes](#)
6. [Food Frenzy In-Kind Donation Form](#)
7. [Set up Mightycause page](#)
8. [Recruit other companies](#)

## FOOD FRENZY TOOLS

1. [Food Frenzy Partner Profiles](#)
2. [Food Frenzy Presentation](#)
3. [Food Frenzy Downloads](#)
4. [Social Media Tools](#)
5. [Food Frenzy FAQ](#)
6. [Volunteer Tracking Template](#)
7. [Communications Calendar](#)
8. [MightyCause Guide](#)
9. [Pre-July Tips and Tricks](#)
10. [Results Reporting Packet](#)
11. [Food Frenzy Wrap Up](#)

## IMPORTANT DATES

- June 1, 2023:** Virtual Coordinator Kickoff  
**July 14 – July 28, 2023:** Food Frenzy!  
**July 25, 2023:** Special Online Match Day  
**August 1, 2023:** Donation and Results Packet Turn-in Day  
**August 3, 2023:** Award Announcement Day

## 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, Technology, Kitchen Sink, and community groups.

### 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 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.

## Points Breakdown

- 1 Individual volunteer hour = 25 Food Frenzy points
- \$1 Donation = 5 Food Frenzy points
- 1 Social media post = 1 Food Frenzy point
- 1 Food item = 1 Food Frenzy point

## Extra opportunities to earn points:

- 1,000 points for recruiting new companies
  - 2,500 points + for sponsorships
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## 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](#)

## MIGHTYCAUSE CHARITABLE DONATIONS 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. 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.

Find the Food Frenzy Campaign Page [here](#). Choose "Join this event" to get started. Choose "create a fundraising team" and get started with your customization!

Fundraising officially starts July 14, 2023. 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!

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](#) or [Leeann Huntington](#).

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## 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](#)

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## FOOD FRENZY DOWNLOADS

[Logos](#)

[Food Frenzy Match Day Poster](#)

[Food Frenzy Thermometer](#)

[Impact Poster 1](#)

[Impact Poster 2](#)

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## SOCIAL MEDIA TOOLS

Share the fun – help us share Food Frenzy with more companies!

Find the social media toolkit [here](#).

[Like us on Facebook!](#)

## 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 1<sup>st</sup>. If you need to use it, the [offline reporting packet worksheet](#) can be used to get all of your information ready for submitting but should not be turned in.

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 the address below by 3pm, August 1<sup>st</sup>.

You can mail to:

Food Lifeline  
Attn: Food Frenzy  
815 South 96th St  
Seattle, WA 98108.

**Packets must be received before 3:00 PM to Food Lifeline on Tuesday August 1st 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, please email [Leeann](#) or [Marisa](#).**