

**FOOD LIFELINE PRESENTS:**

# Food Frenzy Coordinator Toolkit

**July 12 – Food Frenzy Begins**

**July 23 – Online Match Day**

**July 26 – Food Frenzy Ends**

**July 30 – Turn In Day**

**August 1 – Results Announced**



**Thank you for  
helping keep  
students fed  
this summer!**



# Food Lifeline and Food Frenzy Resources

<https://foodlifeline.org/food-frenzy/>

**For Food Frenzy questions, food drive boxes  
and signs, guest speaker requests, or  
Mightycause issues**

**For Volunteering**



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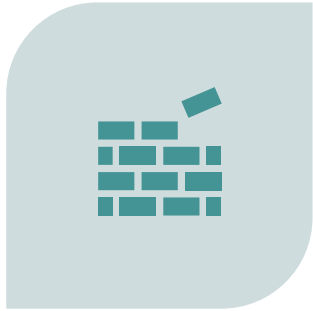
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# Important Dates

<b>Food Frenzy</b>	<b>July 12<sup>th</sup> - July 26<sup>th</sup></b>
Pack & Party	March 20 <sup>th</sup>
Food Frenzy 101	May 23 <sup>rd</sup>
Coordinator Happy Hour	May 30 <sup>th</sup>
Coordinator Kickoff	June 6 <sup>th</sup>
Mightycause Office Hours	June 11 <sup>th</sup> , June 13 <sup>th</sup> , & July 9 <sup>th</sup>
Online Match Day	July 23 <sup>rd</sup>
Donation and Result Packet Turn-in Day	July 30 <sup>th</sup>
Awards Announcements Day	August 1 <sup>st</sup>
Thank You Happy Hour	August 8 <sup>th</sup>

# How to use this kit



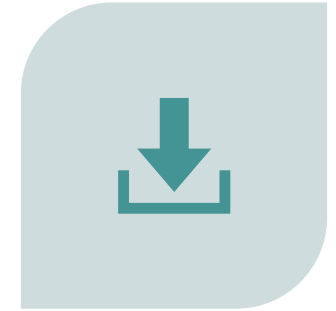
The kit is broken into **chunks of time** to help you know **when and how to prepare** to make the most of your Food Frenzy campaign.



**At the end of each section**, you'll find a checklist of the **to-dos** for that time period.



Throughout the kit you'll see a **lightbulb symbol** to indicate helpful **tips and tricks**.



Food Lifeline and Food Frenzy **logos** are available to **download [here](#)**.

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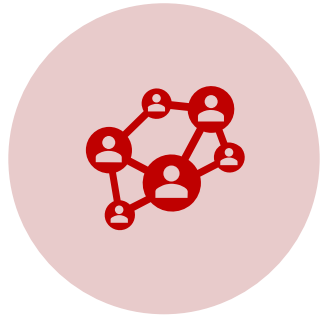
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# Coordinator Preparation

# Coordinator Responsibilities

## COORDINATOR PREPARATION



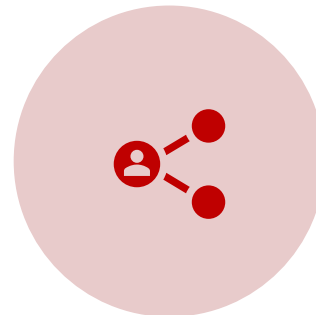
Browse [Partner Profiles](#) for inspiration from organizations who share their strategies, tips and tricks, and advice for a successful Food Frenzy campaign.



Meet with Food Lifeline for **two 30-minute planning** sessions.



Review the [Food Frenzy FAQ](#).



Attend the **Virtual Coordinator Kickoff**. [Register Today!](#)



# Coordinator Preparation Checklist

- Browse Partner Profiles.
- Review the Food Frenzy FAQ.
- Meet with Food Lifeline for two 30-minute planning sessions.
- Attend the Coordinator Kickoff.



**APRIL - MAY**

# Envision your ideal Food Frenzy

APRIL - MAY

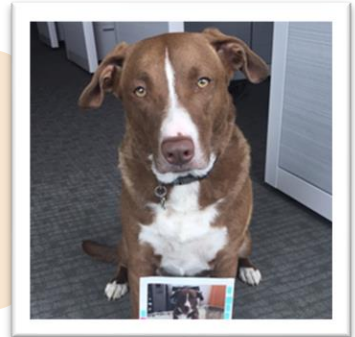
## EASY

For organizations new to Food Frenzy and/or those with a small team to support Food Frenzy efforts

### Fundraising Emails + 1 Virtual Activity

Activity Example:

- Host a Cutest Pet Contest



## INTERMEDIATE

For organizations who may have participated and/or may have new coordinators

### Fundraising Emails + Kickoff Event + 1 Virtual Activity + 2 In-Person Activities

Activity Examples:

- Host a Cutest Pet Contest.
- Have a Bake Sale.
- Run a Silent Auction.



## EXPERT

For organizations who have been participating for several years, have strong executive sponsorship, and a team of coordinators

### Kickoff Event + Fundraising Emails + 1 Virtual Activity + 1 In-Person Event

Activity Examples:

- Host a Client Appreciation event or Summer Picnic with silent auction, bake sale, and raffle.
- Put on a Casino Night that includes multiple fundraising activities like table games, a raffle, and food and beverage sales.



*Items listed above are described in additional detail throughout this kit.*

# Prepare to participate

APRIL - MAY

1

Register your company for [Food Frenzy](#).

2

Register you and your co-coordinators for the [Coordinator Kickoff](#).



*Recruit a few coworkers to help you organize efforts and motivate staff.*

3

Schedule time for Food Lifeline to come to your office to do a presentation to your staff.



*This could be before Food Frenzy kicks off, as part of the Kickoff Event, or during Food Frenzy.*

4

Schedule a volunteer session for your team by visiting our [volunteer webpage](#) or contacting:

*volunteer@foodlifeline.org  
or 206-545-6600*

# Select awards to pursue

APRIL - MAY

## OVERALL AWARD

1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place per sector\* for most accrued points, regardless of company size or number of employees.

## FLASH FORWARD AWARD

Recognizes one returning competitor for the greatest percentage increase in points per capita over the previous year's Food Frenzy points

## PER CAPITA AWARD

1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place per sector\* for most accrued points per capita, reflecting the size of the organization by taking the total number of points divided by the total number of employees

## DOUBLE DOWN AWARD

Awarded to every organization that doubles their per capita points over the previous year

## PARTICIPATION AWARD

Awarded to every organization with 100% employee participation

## ROOKIE OF THE YEAR AWARD

Recognizes one outstanding performance by a first-year participant, based on highest points per capita

\*Accounting, Design, Construction & Engineering, Financial, Law, Technology, & Kitchen Sink

## Points Breakdown

1 Individual volunteer hour = 25 points

\$1 Donation = 5 points

1 Social media post = 1 point

1 Food item = 1 point

## Extra opportunities to earn points:

Recruit a new company = 1,000 points

Sponsorship = 2,500 - 25,000 points

# Prepare to track your points

APRIL - MAY



Use this [Reporting Worksheet](#) to track and organize points earned throughout the campaign. *This worksheet does not get turned in but will help you complete the Online Reporting Packet at the end.*




Use this [Volunteer Tracker Spreadsheet](#) to track volunteer hours.


- All volunteer hours accrued between August of the previous year and July of the current year count toward your company's Food Frenzy points.
- If volunteering with friends or family members that are not employees of your company, count their hours at a 1:1 ratio.
- Reach out to Leann or Marisa if you need help pulling a report for hours volunteered in the warehouse.

# Plan fundraising events

APRIL - MAY



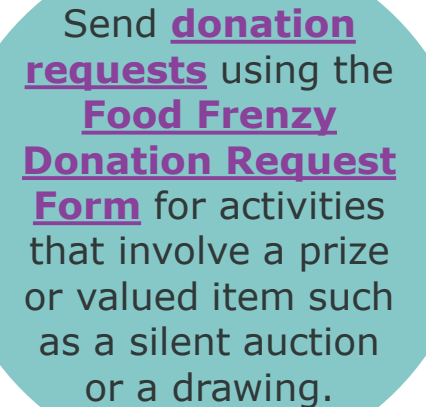

Check out the [Fundraising and Participation Guide](#) for ideas on how to run a variety virtual or in-person fundraising events.



Plan 2-3 fundraising activities or events.



*A member of the Food Frenzy team would love to brainstorm ideas with you!*



Send [donation requests](#) using the [Food Frenzy Donation Request Form](#) for activities that involve a prize or valued item such as a silent auction or a drawing.

# April-May Checklist

- Register your company.
- Register for Coordinator Kickoff.
- Schedule Food Lifeline presentation to staff.
- Schedule volunteer session.
- Prepare to track points.
- Plan 2-3 fundraisers.
- Solicit donations for activities that involve a prize (if needed).





**JUNE**

# Create Mightycause page

JUNE

Mightycause makes it easy to raise funds with a unique URL to share with your employees & community. All donations go directly to Food Lifeline.

[Access the Food Frenzy 2024 page now.](#)

Use this [QuickStart Guide](#) to create an account and team page. If you need help setting up your page or have further questions, please email [Marisa Kent-Guerra](#) or [Leeann Huntington](#).



**Attend Mightycause office hours hosted by Food Lifeline for help setting up your fundraising page.** Office hours will be held June 11<sup>th</sup> at 10:00 AM, June 13<sup>th</sup> at 1:00 PM, & July 9<sup>th</sup> at 12:00 PM for an hour each.



Check out the instructions to host a hugely successful Cutest Pet Contest in Mightycause within the Quickstart Guide



# Engage your staff

JUNE



Use the suggested copy in the [Communications Calendar](#) to announce that your office is participating in Food Frenzy.



If you're hosting a Food Lifeline staff member for a presentation, send a calendar invite and reminder.



Hang up Food Frenzy Match Day and Impact posters around your office to remind staff when Food Frenzy begins, which day is Online Match Day and the importance of participating.

[Download the Impact Posters](#)

**Match Day Poster - TBD**



Plan an internal [kickoff event](#).



*This can be a standalone meeting or part of an all staff.  
Providing food and including door prizes will help get guests to your kickoff!*



This is a great time to volunteer for Food Lifeline with your coworkers!  
It will help your staff learn about Food Lifeline and get ready to participate in your Food Frenzy events.

# Share the fun

JUNE

- Follow Food Lifeline on social media so you're ready to tag, post, and earn points once Food Frenzy begins.
- Use the social media posts included in the [Communications Calendar](#) to help you get started.



*Social media posts are worth 1 point each plus you can earn 1,000 points for recruiting a new company to join Food Frenzy.*



fb.com/foodlifeline



@foodlifeline



@foodlifeline



@foodlifeline



# June Checklist

- Create your Mightycause page.
- Send initial email to staff.
- Hang Food Frenzy posters around the office.
- Plan internal kickoff event.
- Volunteer with Food Lifeline.
- Share on social media.

**2 WEEKS BEFORE FOOD FRENZY**

# 2 Weeks Before Checklist

- Send a reminder of upcoming Food Frenzy events to your staff, including calendar invitations.
- Continue promoting the events on company intranet site and in-office posters.
- Finalize event details and prizes.
- Finalize Mightycause fundraising page: customize with logo, pictures, video, and message.
- If you are dividing your office into internal teams, this is a great time to have a “name” competition with a small prize for the most creative team name.



# 1 WEEK BEFORE FOOD FRENZY



# 1 Week Before Checklist

- Encourage teams to create internal team pages under your company's fundraising page and include their individual team's name and goal.
- Post your [fundraising points thermometer](#) and goal somewhere in the office and/or on your company intranet.
- Finalize [Kickoff Event](#) plans.



# DURING FOOD FRENZY

# Running your campaign

DURING FOOD FRENZY

## Hold a kickoff event

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- Invite your staff to hear from a member of the Food Lifeline team about the impact you're making to end hunger. Share other activities planned, including fundraising events and volunteering.
- If you have budget, using door prizes can help get more employees to attend and can increase participation and make it fun. Start by giving tickets out at the beginning of the presentation.
- Use this [Food Frenzy presentation](#) in your Kickoff events along with optional [True/False cards](#) to use at the end.



*Food Lifeline staff would love to attend your events to be on hand to answer questions and assist, so please ask.*

## Keep your employees engaged

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- Use the [Communications Calendar](#) with suggested email copy and send dates and social media copy and posting dates to help keep your teams informed and engaged.



# During Food Frenzy Checklist

- Kickoff Food Frenzy.
- Send communications to keep employees engaged.
- Continue tracking points.

# WRAP-UP

# Wrap-up Checklist

- By July 30, submit your results via the [Online Reporting Packet](#) and deliver any cash/checks and food drive items to Food Lifeline.
- Packets must be received before 3:00 PM on July 30 to be included in the competition.
- Cash, checks, and/or credit card forms need to be couriered or brought to the Hunger Solutions Center before 3:00 PM on July 30 at:  
Food Lifeline  
Attn: Food Frenzy  
815 South 96th St  
Seattle, WA 98108
- On August 1, Food Frenzy results will be announced. Be sure to share the results with your coworkers and the impact Food Frenzy has in our communities.
- On August 8, celebrate with your fellow Food Frenzy Coordinators during a Happy Hour to recognize and acknowledge all your hard work.





# You've reached the end!

Test your knowledge to see if you remember the useful tools, tips, and tricks shared in this kit.

Everyone who passes will receive **1,000 bonus Food Frenzy points!!!**

