



# Coordinator Toolkit



# Celebrating 27 Years of Ending Hunger

Welcome to the 27<sup>th</sup> annual Food From The Bar (FFTB) campaign. Thank you for taking on the role of Team Coordinator! Supporters like you are the reason that the SF-Marin Food Bank is able to provide nutritious food and expand our programs. Thanks to you, ending hunger is an achievable goal.



FFTB is a fundraiser in which firms compete to generate the most money, pounds of food, and volunteer hours. This year, the legal community celebrates 27 years of supporting the Food Bank. The campaign began in San Francisco and launched a rich tradition of organizing competitive food and fund drives and contributing volunteer hours.

Over the course of its history, the campaign has accomplished the following:

RAISED	DONATED	VOLUNTEERED
<b>\$6,974,591</b>	<b>207,237</b> POUNDS OF FOOD	<b>26,605</b> HOURS

The sum of these generous contributions has provided **19 million meals** for those in need!

## Mark Your Calendars

March 1	Registration Opens (first 10 teams to register receive 1,000 points!)
April 10	Coordinator Happy Hour & Volunteer Shift (coordinators that attend receive 1,000 team points!)
May 1	Campaign Begins
May 24	Munger Games
June 1	Campaign Ends—all donations submitted to the Food Bank
June 27	Awards Reception

## Game On

The name of the game is seeing who can generate the most points. The following bragging rights and prizes are up for grabs:

**Most Creative:** awarded to the firm that has the most creative fundraising idea (see our Creativity Guide on page 3)

**Kick-off Award:** awarded to top fundraiser on kick-off day

**Grand Prize, Second Prize, and Third Prize:** based on total points earned

**Top Fundraiser:** awarded to the firm that raises the most money

**Top Volunteer:** awarded to the firm that contributes the most volunteer hours

**Per Capita Prize:** awarded to the firm that raises the most money per person

## Each contribution is assigned a point value:

\$1 = 1 point

1 volunteer hour = 5 points

5 pounds of food = 1 point

## Your Role as Team Coordinator

Your job as the team coordinator is to help your team stay organized and inspired.

Register your team at [www.foodfromthebar.org](http://www.foodfromthebar.org) and recruit a few colleagues to join your firm's planning committee. Planning is always more fun with friends! Together, you can set goals and brainstorm fun fundraising activities.

Next, organize a kickoff event. A kickoff event is an opportunity to share the details and value of supporting your drive with your colleagues and highlight the activities you've planned. We're happy to come and talk about local hunger and the impact of FFTB on the community. Common kick-off events include a staff breakfast or a "lunch and learn."

## Keys to a Successful Campaign

### Go for a Weekly Winner

Many smaller firms enjoy strategizing to win the Weekly Winner prizes. The Weekly Winner recognizes the firm that raises the most cash in a given week, either online or hand-delivered to the Food Bank. Past winners have been awarded a happy hour from Campari or an ice cream social from Smitten.

#### Weekly Winner Competition Dates:

**Week 2: May 7-11**, top fundraiser

**Week 3: May 15-18**, top fundraiser

**Week 4: May 21-25**, top fundraiser

## Let's get Creative

Creativity is the name of the game when it comes to fundraising! See our Creativity Guide for many fun ways you can increase fundraising on page 3.



Thank you from everyone here at the SF-Marin Food Bank.

Your support is helping to ensure  
all of our neighbors have enough to eat.

Happy Food From The Bar 2018!

## Host a Happy Hour



Host a happy hour at your office! Sell drinks and have the proceeds go towards the Food Bank while you have some after-hours fun and get to know your coworkers.

## Let's Get Creative

Here are some fundraising ideas to help get your creative juices flowing.

## Bidding Wars



Start a bidding war for a range of opportunities-- from getting the chance to pie a select member of your management team to scheduling your boss to do a task for you. Got some envelopes to stuff? Now you have help!

## Match Your Gifts



Double your impact by checking if your company matches employees' charitable donations!

## Challenge Your Neighbors



Have an office in another city? Challenge them to see who can give most to their local charity! Know other teams in your building that are up for a challenge? Don't hesitate, send them an email right away!

## Trivia Pursuit



Create teams of three or four with an entry fee per team; sell "get out of jail passes" that teams can use when they don't know an answer.

## Theme Fridays



You can select days when colleagues make a donation to "dress down" in jeans. Or try the opposite. Formal Friday has been a crowd favorite.

## Bakesale



So easy a child can do it!

And don't limit it to baked goods, your teams have all kinds of cooking skills!

## Raffle/Silent Auction



A simple way to donate. Raffle/auction parking spots, tickets to a sporting event, bottles of wine, a weekend at a Tahoe vacation home and "Trade Offices for a Day."

## Contact

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