



Coordinator Toolkit 2019





Celebrating 28 Years of Ending Hunger

Welcome to the 28th annual Food From The Bar (FFTB) campaign.

Thank you so much for taking on the role of Team Coordinator! Supporters like you are the reason the San Francisco-Marin Food Bank can provide nutritious food for 110,000 people every day.

Throughout the month of May, the legal community comes together for one purpose: to end hunger in San Francisco and Marin, where one in four people is at risk of hunger.

Participating firms, companies, and bar associations enter a friendly competition to see who can raise the most funds and volunteer the most hours for the Food Bank.

Since its inception, the FFTB campaign has raised **\$7,733,129**, equivalent to more than **20 million meals** for neighbors struggling with food insecurity.

Our goal this year is to raise \$750,000 and reach 2,000 volunteer hours.



Your Role as Team Coordinator

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

If you haven't already, please register your team at foodfromthebar.org.

Next, recruit a few colleagues to create a planning committee.

Planning is always more fun when you have friends to help.

Together, you can set goals and brainstorm fun fundraising events and activities. We suggest you start your campaign with a kickoff event. This is a great opportunity to share details about the campaign, highlight activities you've planned, and answer any questions your colleagues might have. Common kickoff events include a team breakfast, a lunch-and-learn or an afternoon social.

We're here to support you!

We'll gladly visit your firm to talk about food insecurity in San Francisco and Marin counties, our hunger relief efforts, and the impact FFTB has on our communities.



Mark Your Calendars!

MARCH 1	Registration Open
APRIL	<ul style="list-style-type: none"> ✓ Create a FFTB Campaign Committee (<i>it's easier and more fun with helpful friends!</i>) ✓ Contact FFTB staff to schedule a speaker for your kickoff event (<i>see end of Toolkit for contact info</i>)
APRIL 10	🍷 Coordinator Kickoff Happy Hour; 5-7 p.m. at the Food Bank (<i>1,000 bonus points to each team that attends</i>)
MAY 1	📢 Food From The Bar Campaign begins!
MAY 14	🏆 First Weekly Winner announced — awarded to the team that raises the most funds May 6-12
MAY 16	🍷 Munger Games! 5-7 p.m. Team trivia fundraiser; refreshments provided Hosted by Munger, Tolles & Olson; 560 Mission St.
MAY 21	🏆 Second Weekly Winner announced for top fundraising team May 13-19 👥 First FFTB-only Volunteer Shift, 6-8 p.m. (<i>only for teams participating in FFTB and their supporters</i>)
MAY 28	🏆 Third Weekly Winner announced for top fundraising team May 20-26
MAY 29	👥 Second FFTB-only Volunteer Shift, 6-8 p.m. (<i>only for teams participating in FFTB and their supporters</i>)
MAY 31	📢 FFTB Campaign ends; online contributions accepted until midnight
JUNE 7	✓ All cash and check donations must be received at the Food Bank by 5 p.m. to be counted towards team rankings and awards
JUNE 26	🍷 FFTB Awards Reception; 5-7 p.m.; Merchants Exchange Club, downtown SF

Look for our weekly Coordinator emails for announcements of the Weekly Prizes and additional event details.

Game On!

Teams are awarded points for financial contributions made to and volunteer hours served at the Food Bank from May 1 to 31, 2019. Each contribution is assigned a point value:

\$1 = 1 point 🍏 **1 volunteer hour = 5 points**

And, remember to encourage your colleagues to reach out to family members and friends to donate and participate in volunteer shifts. The more the merrier!

Awards

The FFTB campaign offers multiple awards to engage firms of all sizes!
The following bragging rights and prizes are up for grabs:

Most Creative awarded to the team with the most creative fundraising ideas
(check out our Creativity Guide on page 4 for some ideas;
come to the Coordinators Happy Hour for more!)

Kick-off Award awarded to the team that raises the most money on the first day of the campaign

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

Top Fundraiser awarded to the team that raises the most money

Top Volunteer awarded to the team that contributes the most volunteer hours

Per Capita Prize awarded to the team that raises the most money per individual participant

You Can Be a Weekly Winner

The Weekly Winner prize recognizes the firm that raises the most funds in a given week during Food From The Bar. Past Weekly Winner prizes have included in-office happy hours, a pizza party, a team wine tasting, and an ice cream party. This year's Weekly Winner prizes will be announced soon.

Weekly Winner Competition Dates:

Week 1: May 6–12 (first full week) 🍏 **Week 2:** May 13–19 🍏 **Week 3:** May 20–26

**Thank you from everyone here at the San Francisco-Marin Food Bank.
Your support is helping to ensure all of our neighbors have enough to eat.**

Happy Food From The Bar 2019!

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.

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.

Bidding Wars



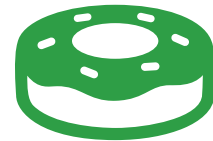
Start a bidding war for a range of opportunities — from getting the chance to pie a select member of your management team to scheduling your boss to do a task for you. Got some envelopes to stuff? Now you have help!

Match Your Gifts



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

Bakesale



So easy a child can do it! And don't limit it to baked goods, your teams have all kinds of cooking skills!

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!

Trivial 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.

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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