

Share Lunch Fight Hunger 2022

Running a Successful Team



We're thrilled that you're interested in joining us for *Share Lunch Fight Hunger 2022*. With your help, we will make sure that NYC's children and their families receive the extra help they need this summer—plus, running a successful team is fun and easy!

Below are some steps and expert tips that are useful for first-time team captains to seasoned veterans alike. Found a tactic that works really well for you? Please let us know so we can share with other teams too. You can always email us at sharelunchfighthunger@cityharvest.org.

Step 1: Set a fundraising goal.

Setting a goal is the most important part of fundraising—once you know where you want to go, it's easier to get there! Translate the dollars you'd like to raise into how many pounds of food City Harvest can rescue to provide a more tangible goal. Remember, just 35 cents helps City Harvest rescue and deliver enough food for one person, for one day. For example: A \$20 gift helps to feed 57 children!

Step 2: Build your Share Lunch Squad.

Share Lunch Fight Hunger unites people who want to step up to help our youngest neighbors in need. Connect with your colleagues, friends, and family who care as much as you do to help run this campaign. Recruit Co-Captains: Ask one or more colleagues or friends to help you—working together as a team is more fun, too!

Step 3: Get the word out.

Our website provides a customizable e-mail template for you to send out to your network—feel free to add a personal message about why you're supporting the campaign.

Step 4: Motivate your friends or colleagues with a friendly competition or challenge!

Setting the stage for a friendly competition or challenge is a great way to get people excited about donating to City Harvest.

On your team page you have the ability to create sub-teams for different departments, floors, divisions, or even certain employees. Employees can then donate to their respective sub-team throughout the campaign to compete for the top spot!

Step 5: Plan a fun event.

Host a raffle, trivia night, or virtual happy hour and ask people to donate \$20 in order to participate. Organize a cooking lesson or workout class with \$20 entry donation. **Take a look at our fundraising tips below for more ideas!**

Step 6: Leverage social media.

Enlist support through your online network. Tweet, share, and post, tagging City Harvest and using **#WeAreCityHarvest**. Social media links and content are included on www.cityharvest.org/sharelunch

Step 7: Give thanks.

There are many ways to recognize and thank the people who have given to your team! Send a quick thank you email to your colleagues, or give a shout out on social media using one of our special *Share Lunch Fight Hunger* social media tiles.

City Harvest will also send automatic tax receipts and thank you emails to all online donors. For cash or check donations that require a tax receipt, please email your City Harvest contact a list of these specific donors.

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Fundraising Ideas for Corporate Teams



Engage senior management.

Ask a senior member of your company to get involved by having them send a company-wide email or other communication. Senior executives can also help create momentum by matching the first donations made or donations up to a certain amount. Some might even be willing to offer a zoom lunch meeting with them as a raffle prize!

Multiply donations with matching gifts.

Find out if your company or organization has an official matching gift program, and motivate donors by showing them how their dollars can go even further. You can reach out to your HR department, or visit www.cityharvest.org/matching-gifts.

Run a Virtual Event

Use our Virtual Activities & Fun Challenges pages as a guide to create fun and engaging events and raise funds for your team.

Create a virtual presence.

Post information about *Share Lunch Fight Hunger* on your company's intranet website, or feature the campaign in your internal e-newsletter. Send regular e-mail updates or create a Slack channel/ Teams chat about your fundraising to keep your team motivated and share how much they have accomplished!

Before you begin fundraising, check your employee handbook for any applicable rules. If you have questions about charitable giving at work, consult your HR rep or your immediate supervisor.

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Virtual Activities & Fun Challenges



Choose the pace of your campaign: are your friends and colleagues competitive, motivated by prizes, or do they love to socialize? Take a look at our Activities and Challenges ideas below to keep everyone engaged and happy as they help fight hunger!

Friendly Competitions

“Chopped” Challenge Virtual Cook-Off or Bake-Off

Create a competition where friends or colleagues make a creative dish or baked good from one fun ingredient. Each contestant can share a photo or video of their final product on social media or an other platform along with the link to the team donation page. Friends and colleagues can vote by making a donation. Remember to use the hashtag #WeAreCityHarvest in any social posts.

Physical Fitness Fun

Dare colleagues or friends in your network to a physical fitness challenge, like climbing stairs in your building, doing push-ups, or skipping rope inside your home. Take pledges for how many reps you can do in 15 minutes, or compete with others to see who can last the longest while competing. Challenges can be broadcasted over social media or in a Zoom meeting.

Competition format: Friends/colleagues donate a certain amount in order to participate to see who can do the most over a Zoom meeting with one judge who has a timer. The winner wins a prize, either mailed or sent digitally to them.

Pledge format: Friends/colleagues pledge to donate \$1-\$5 for every jump, push-up, or flight of stairs the challenger can do.

Online Games and Tournaments

Invite your colleagues or friends to play for charity via an online game or phone app. Ask for a suggested donation to play and offer prizes as incentives.

Small Groups: For groups of up to 8 or 9 people, try an online game such as *Drawful* (Pictionary) or *Monopoly*.

Large Groups: For large groups, try a trivia game through *Jeopardy Labs*. You can create an Interactive game for your entire team through Zoom! Ideal for up to 50 people. We are happy to help get you set up. You can also try a tournament using online bracket generators, and have players challenge each other on apps such as *Trivia Crack* or *Boggle With Friends*

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#WeAreCityHarvest

For more information, please email
sharelunchfighthunger@cityharvest.org
Or visit cityharvest.org/sharelunch

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Let's Turn Up The Fun!

**CITYd
HARVEST**
RESCUING FOOD FOR NYC

Ideas for Virtual Events

Online Raffle

A twist on a classic! Gather item donations and sell tickets to an online raffle on your donation page. Items could include “work from home” necessities or gift cards.

Host a Happy Hour

Get together over zoom and bring your favorite wine or beer. Connect with colleagues and contribute to a good cause.

Pledge Drives

Start a fundraising page where a fun and creative reward will go to the donor(s) who helps you reach milestones (\$500 raised, \$1,000 raised, etc.). For example, if you've got an artistic or crafty side, the reward could be a drawing for the donor(s), special poem or song, or even a dance routine.

Service / Talent Auction

Are your co-workers artists, carpenters, photographers, musicians, chefs, knitters, brewers? Ask your talented colleagues to offer up the services in an auction or as a prize in a raffle or tournament. This is a great way to create prizes if you are struggling to find funding to offer more conventional prizes. You can host a virtual auction event to see what amazing skills your colleagues have to offer. Create a PowerPoint of all auction items and then invite up to 100 people to a Zoom meeting to attend the auction and bid. The Auctioneer can share the items one by one using the Share Screen function, as people chime in to bid. The winners must then make their donations on the team donation page.

Organize “How-to” Webinars

Do you have someone in your network who is an expert knitter? Have you really wanted to learn how to make your coworker's famous cookies? Organize donation-based, how-to webinars led by members of your network and learn new skills from the comfort of your home.

Enlist One Of Your Favorite Fitness Instructors To Teach An Indoor Workout Class

Host a virtual workout class and have a fitness professional teach your coworkers fun, energizing workouts to without leaving their homes. Suggest donations to participate.

Start a (Solo) Walk, Run, or Bike Group

Download an app that gives you route suggestions or that tracks your miles. Virtually share your walks, runs, or bike trips with your group and ask for a \$20 donation for every mile completed.

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