

Share Lunch Fight Hunger 2024

Tips for Running a Successful Team

CITY HARVEST
RESCUING FOOD FOR NYC

With your help, we will make sure that NYC's children and their families receive the extra help they need this summer. Whether this is your 22nd year leading a *Share Lunch Fight Hunger* team, or your first, we have some proven tips and tricks to support your fundraising efforts.

Below are some steps and expert tips that are useful for first-time team captains and seasoned veterans alike. Found a tactic that works really well for you? Please let us know so we can share with other teams. 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 City Harvest's impact to make a tangible goal. Just 43 cents helps City Harvest rescue and deliver enough food to help feed a neighbor for a day. For example: A \$20 gift helps feed 46 children. A team fundraising goal of \$10,000 helps feed over 23,000 children, which is about the seating capacity of Madison Square Garden!

- **Tip: Multiply donations with corporate 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.

Step 2: Recruit Team Champions.

Share Lunch Fight Hunger unites people who want to step up to help our youngest neighbors in need. Recruit Co-Captains by asking one or more colleagues to help you drive communication and engagement—working as a team will drive more impact!

- **Tip: Engage senior management and HR.** Ask a senior member of your company and your HR/People team to get involved by having them send a company-wide email or other communication to garner support. Ask Senior executives to pledge support and help create momentum by matching the first donations made or donations up to a certain amount. Some might even be willing to offer a lunch meeting with them as a raffle prize!

Step 3: Rally Team Supporters and Create Friendly Competition!

The more colleagues you can recruit, the larger the impact you will create! Build sub-teams for different departments, floors, or divisions. Employees can then donate to their respective sub-team throughout the campaign to compete for the top spot!

- Check out how [Team Citi](#) created sub-teams within one department division. Each sub-team had a Champion to drive motivation.
- Check out how [Team Paul Hastings](#) and [Team King Street Capital](#) created departmental sub-teams within the entire organization

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#WeAreCityHarvest

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

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Step 4: Drive Awareness with Effective Communication.

Building an emotional connection to *Share Lunch Fight Hunger* and providing a clear call-to-action will increase support. We provide a communication toolkit equipped with customizable e-mail templates, social media copy, and food insecurity statistics to drive awareness of City Harvest's mission.

- **Tip: Leverage social media to enlist support through your network.** Posting on LinkedIn and tagging your employer and colleagues will generate more visibility across your network. Check out our social toolkit, equipped with suggested copy and social tile designs, to get started. Use the hashtag #WeAreCityHarvest
- **Tip: Generate Buzz.** What communication channels exist at your company? Drive awareness across your company's intranet website, speak at an ERG meeting, share updates in a Slack/Teams channel, feature the campaign in your internal e-newsletter, and ask HR or your Communications team to post about your company's support on your company LinkedIn page.
- **REMINDER:** Any team who fundraises at least \$5,000 can volunteer at a repack event with City Harvest in May at our Food Rescue Center! Please reach out to sharelunchfighthunger@cityharvest.org to learn more.

Step 5: Organize Incentives or a Fun Event!

Past teams have found success in creative fundraising strategies ranging from donation-based happy hours or securing incentives for donation-based raffles.

- **Idea:** Ask HR or an ERG to sponsor a **happy hour** in late April or the first week of May to kick off your fundraising. Captains can share a few words on the campaign to generate excitement. Ask people to donate \$20 in order to participate in the happy hour.
- **Idea:** Ask HR or department heads to provide an **incentive** to be raffled. Past incentives have ranged from a half day of PTO, a pair of tickets to a Mets or Knicks game, and coffee or lunch with an executive. City Harvest can provide a list of donor names for those who opt into providing this personally identifiable information upon making their donation.
- **Idea: Host a service/talent auction.** Are your co-workers artists, carpenters, photographers, musicians, chefs, knitters, or brewers? Ask your talented colleagues to offer up the services in an auction. This is a great way to secure prizes if you are struggling to find more conventional incentives. Host an auction event: schedule a meeting and invite your coworkers, present a deck with all auction items, and ask your colleagues to bid in real-time. Then, have the winners make their donations on your team donation page.

City Harvest will 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.

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.