



Choosing the Right Tools to Empower Your Food Recovery Organization



A few reminders:

Drop your questions in the Q&A as we go!

Yes, this is being recorded!

A recording of this presentation will be emailed within the next few days.


Links provided at the end of the webinar:

- Request a follow-up meeting
- Next webinar




What's your **problem?**



 **412 Food Rescue** ✓
April 17, 2015 · 🌐

Anyone downtown who can be a food rescue hero today?!
Please message us, thanks!


👍 3

 **412 Food Rescue** ✓
May 1, 2015 · 🌐

VOLUNTEER NEEDED THIS MORNING! We need someone to pick up a donation in East Liberty this morning before noon and deliver it downtown to the organization serving homeless unaccompanied youth. Comment or message us if you are able!

👍 You and 2 others


1 comment 2 shares

 **412 Food Rescue** ✓
July 9, 2015 · 🌐

Rescue alert! We need a volunteer to pick up tomorrow after 11 am in Regent Square and drop off downtown! Please message us! ❤️

👍 5

3 shares

 **412 Food Rescue** @412FoodRescue · Sep 14, 2015

MULTIPLE VOLUNTEERS NEEDED TODAY!
Pick up cases of celery from the Pittsburgh Public Schools Kitchen at 8 South 13th st. Be a rescuer!

💬 2 2 📌 📤

 **412 Food Rescue** @412FoodRescue · Sep 15, 2015

Here's a FUN one! We need a couple of volunteers to rescue food @PghPierogiFest this Saturday! BONUS: free tickets to the event!

💬 1 2 2 📌 📤



Today 9:43 AM

The address is
2231 Rt. 12
Imperial PA 12345

There is no sign for the
driveway, turn left into the
lot with all the trucks. Pull up
to the first ramp and ask for
Ray. Take 3 boxes of
tomatoes.

Delivered



The OG Tech Team



412 Food Rescue @412FoodRescue · Sep 29, 2015
Our **tech** team!! @truebluetitan and the amazing crew!





Brad Fetchin
VP of Product
Food Rescue Hero



What questions should Food Recovery nonprofits ask when looking for tools?

- What and where are your operational bottlenecks
- What tool could provide the most cost benefit to your organization
- Which stakeholders and audience do you need to serve:
 - ◆ i.e., employees, donors, volunteers, and recipients
- What are your aspirations and which tool will get you there
- What are your organizational values



What questions do you ask when you are considering what feature to develop?

- **Vision:** How do we fold this feature into a larger product theme story
- **Roadmap:** Does a product theme truly need time invested at the moment
- **Value:** How can we amplify impact in the product themes that are timely
- **Objective:** How can we use a simple decision tree to objectively prioritize
- **Realize:** How quickly/predictably can we ship this alongside a high quality release



MacGyver'd solutions vs. food recovery industry specific tools...

- **Domain Knowledge:** Is the team who built your tool a peer food recovery organization
- **Peer Interests:** Do they and you share common interests and values
- **Substance:** What is your appetite for a tool to have ongoing enhancements
- **Overhead:** Would you benefit from an end-to-end platform that optimizes your work
- **Scale:** Do you prefer a manual tool with additional staff, or one that provides automation
- **User Group:** Is it important for you to have influence over product enhancements





Red Flags: Cause for Pause

- Platforms that are “black box”
- Platforms that are perpetually “low/no investment”
- A local software developer will build one for “free”
- Platforms that beholden you to a proprietary network
- Platforms that will limit your food rescue organization’s growth potential



Next webinar

Thursday, June 20th
1pm ET / 10am PT

 FOOD RESCUE HERO™



FOOD ACCESS = FOOD JUSTICE

Why expanding access improves safety & reduces historic barriers

JUNE 20 | 1PM ET



Making greater impact, together.



FoodRescueHero.org