

A  **FOOD RESCUE HERO™** WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ⑤: Marketing Must-Haves (even if you have no time or staff)

Guest speaker!



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:

→ Join us for a follow-up meeting

→ Next webinar



WEBINAR SERIES LOOK AHEAD:

~~Lesson 1:~~ Introduction

~~Lesson 2:~~ Funding

~~Lesson 3:~~ Building Operations: Food Donors

~~Lesson 4:~~ Building Operations: Distributions

Lesson 5: Essential “Extras”: Marketing *TODAY'S LESSON*

Lesson 6: Volunteers & Board Members



TIPS FOR SUCCESS WITH **DIANE WALTER**



Diane Walter

Director of Marketing

Food Rescue Hero



Marketing Must-Haves

WHY MARKETING IS CRITICAL

Marketing = Visibility = IMPACT

- Attract volunteers
- Build donor trust
- Get noticed by funders



Marketing Must-Haves

COMMON MARKETING MYTHS

"We're too small for this."

"We can't afford it."

"Marketing is for big orgs"

Reality: small, scrappy teams can still win!



Marketing Must-Haves

BUILDING CREDIBILITY

1. Consistent branding = legitimacy
2. Testimonials and partner logos = instant trust
3. Use your website, emails, and social to show impact

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unicef National Child Day
#GoBlue
for National Child Day!
NOVEMBER 20

unicef For every child, reimagine
UNICEF Annual Report, 2019

Cricket 4 Good
FOR EVERY GIRL
Help us level the playing field, for every girl. Donate now at unicef.org.au/cricket.

unicef BREAK THEIR FAST

UNICEF's work for children in emergencies

unicef as Boko game
ПОМОГИТЕ БОКО ДО ТЕ ДА УЧИ И ДА СЕ РАЗВИВА

ALL REFUGEE CHILDREN NEED OUR SUPPORT.
unicef for every child

FEATURED IN WSJ CNN The Washington Post NBC FAST COMPANY marie claire AP Stanford SOCIAL INNOVATION REVIEW

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SINCE 2015

Over	Equivalent to more than	Over
35M	29M	71M
lbs. of surplus food rescued	meals provided	lbs. of CO2 mitigated

Marketing Must-Haves

THE POWER OF STORYTELLING

- Why stories beat statistics
- Share human, mission-driven stories
- Elements of a good story:
 - ◆ Character, Challenge, Change



**412 FOOD
RESCUE**



OUR IMPACT

Food rescue is about more than just food.

There are many ways to measure impact and success. Maybe you're a numbers person and want to peruse reports and resources. Maybe you're more interested to hear how our work is reducing food waste and hunger among community members, from community members. Or maybe you want to explore both.

FROM THE HEART

Words from partners, clients, volunteers and donors.



"412 Food Rescue has helped to ensure that no HACP resident will be denied access to fresh, healthy food. Despite major cuts to the federal SNAP program...412 Food Rescue has managed to effectively end hunger in our public housing communities."

Michelle Sandigo
Chief Community Affairs Officer, Housing Authority of the City of Pittsburgh

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Meet Hilda and Hope

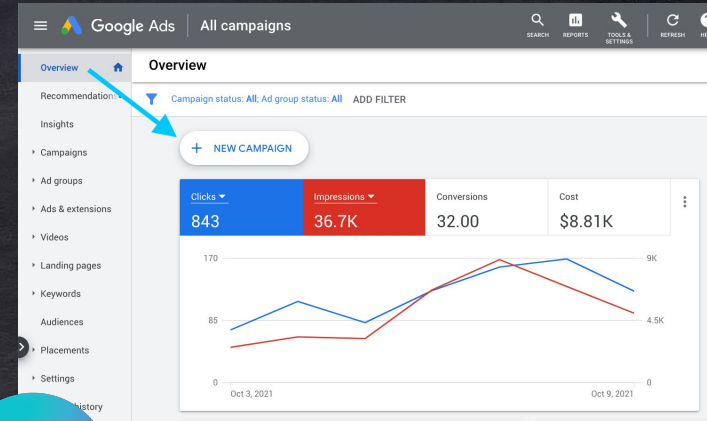
See how a chance meeting during a food rescue connected a Food Rescue Hero and a nonprofit partner site volunteer.



Marketing Must-Haves

FREE + LOW-COST MARKETING TOOLS

- Google Ad Grants: \$10k/month in **free ads**
- Canva: branded graphics
- Mailchimp: Emails + email lists
- Linktree for social links



Marketing Must-Haves

SOCIAL MEDIA ESSENTIALS (KEEP IT SIMPLE!)

- **Choose the right platform(s)** for your audience
 - ◆ You do NOT need to jump onto every platform!
- **Post consistently, even if it's 1x/week**
 - ◆ Content ideas: behind-the-scenes, success stories, volunteer spotlights
- **Engage!** Respond to comments and follow back



Marketing Must-Haves

CAPTURING CONTENT ON THE GO

- Use your phone: photos, videos, voice memos
 - ◆ What to capture: volunteers in action, before/after, quotes
- Collect user stories on your website



Marketing Must-Haves

EMAIL MARKETING BASICS

- Start collecting emails now!!!
 - ◆ On your website
 - ◆ At tabling events
- Use a free platform (Mailchimp, Substack)
- Send quick mission updates, upcoming needs, gratitude



Marketing Must-Haves

YOUR EMAIL LIST = YOUR MOST IMPORTANT ASSET

- Use to build your 3 essential audiences:
 - ◆ Volunteers
 - ◆ Nonprofit Partners
 - ◆ Donors and Funders
- As you grow, you can segment your email list into different target audiences



Marketing Must-Haves

STARTING SMALL / STAYING SUSTAINABLE

- Choose 1-2 tactics to focus on
- Set simple goals (*1 story/month, 2 IG posts/week*)
- Batch content when possible
 - ◆ Content marketing: write article for website = newsletter feature, social media posts, etc.
 - ◆ Create once, use over and over!



Marketing Must-Haves

PUTTING IT ALL TOGETHER

- Build a 30-day mini marketing plan
- Define your goals, tools, audience, and content
- Review and repeat monthly



Marketing Must-Haves

QUICK WINS: TRY ONE OF THESE TACTICS TODAY

- Apply for Google Ad Grants
- Set up Linktree or Instagram's multiple links in bio
([learn more here](#))
- Schedule 1 social post
- Build a story submission form on your website



QUESTIONS?



NEXT MONTH'S CLASS:



A  **FOOD RESCUE HERO™** WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ⑥:

Building a Strong Board & Volunteer Team

Report to class on June 26, 2025 @ 1pm ET





Navigating New Federal Realities: Strategies for Food Rescue Resilience

JUNE 12 | 1PM ET



SAVE THE DATE

FOOD RESCUE CONFERENCE

OCT 16 + 17

THE ONLY
CONFERENCE
FOCUSED SOLELY ON
ACTIONABLE &
INNOVATIVE
FOOD RECOVERY
SOLUTIONS.





Making greater impact, together.



FoodRescueHero.org