

A  **FOOD RESCUE HERO™** WEBINAR SERIES

HOW TO START A FOOD RESCUE

Lesson ⑥:

Building a Strong Board & Volunteer Team



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

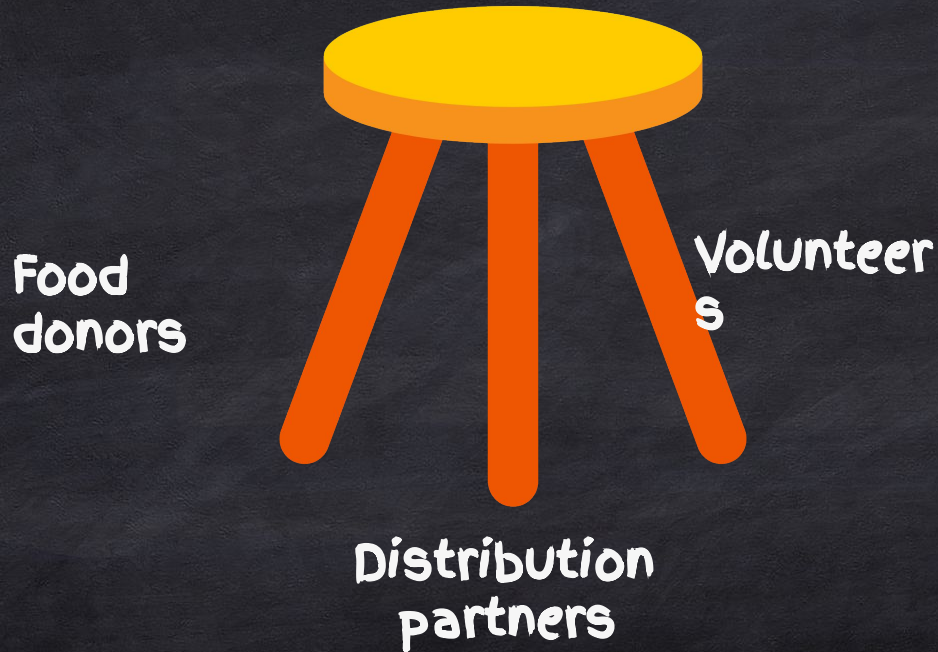
~~Lesson 4:~~ Building Operations: Distributions

~~Lesson 5:~~ Essential "Extras": Marketing & Board Development

Lesson 6: Board & Volunteer Team *TODAY'S LESSON*



CONTINUED SUCCESS RELIES ON: TRIPLE BOTTOM LINE



SUPPORTING LEADERSHIP

FILL IN YOUR GAPS

- ➔ What *can* you do and what *can't* you?
 - ◆ Fill in gaps with volunteers, both on the board and in the org
 - ◆ Board accountant, attorney, HR, fundraiser, food donor, community rep, workers and doers



SUPPORTING LEADERSHIP

FOUNDING BOARD OF DIRECTORS

Beyond just skill set:

- ➔ Workers/doers
- ➔ People you trust
- ➔ Those who are committed



CULTIVATING VOLUNTEERS:

STRATEGY FOR EARLY SUCCESS

Volunteers are critical for success of startups:

- Be strategic and have a plan
- Look for skill gaps and critical start-up needs
- In-kind labor/specialized skills count as a donation!
 - ◆ Marketing
 - ◆ Fundraising (committee)
 - ◆ Web design and maintenance
 - ◆ Graphic design

**Side note: make sure your logo is what you want for the long haul*



A CAUTIONARY TALE

It's still your organization, so don't use something you don't like just because it was free!

- Look at previous work if someone offers to do something for free
(Ex: design portfolio if someone offers to make a logo)
- It's ok to offer feedback, ask for changes or say no thank you
- The same goes for programs or partnerships (even funded ones!)



HOW DO I GET VOLUNTEERS???

- ➔ Marketing, Marketing, Marketing!
- ◆ Make sure you have social media (go back and see last month's webinar!)
- ◆ Earned media is gold
- ◆ Hone your message and fake it until you make it

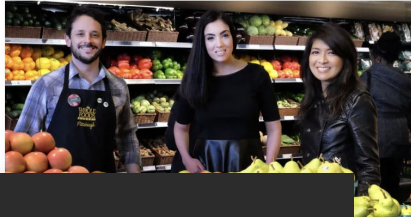
NEXT Pittsburgh

SUPPORT US NEWSLETTER

NEWS THINGS TO DO EAT & DRINK NEIGHBORHOODS JOBS VINZER BACKSTAGE PASS NEXT EVENTS NEXT10 OP-EDS ABOUT

412 Food Rescue saves food from going to waste

by Lauren Urboschat
April 24, 2015




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MENU **abc** WTAE

Andrew McCutchen donates truck to help fight food waste, hunger




The 412 Food Rescue truck

Updated: 7:16 PM EDT Sep 6, 2016 [Editorial Standards](#)

Kaitlin Zurawsky
Digital Producer

BRADDOCK, Pa. — 412 Food Rescue has a new truck, donated by Pirates center fielder Andrew McCutchen, to help the group save food that would otherwise be wasted and donate it directly to organizations and communities fighting hunger.



CULTIVATING VOLUNTEERS: VOLUNTEER RECRUITMENT HOT-SPOTS

- Matchmaking exists for all kinds of volunteers
 - ◆ Board Match and similar
 - ◆ VolunteerMatch and similar
 - ◆ Idealist has board member category
- Clubs and churches
 - ◆ Lions, Elks and Rotary (oh my!)
 - ◆ Church bulletins or educational series



CULTIVATING VOLUNTEERS: RECRUIT THOUGHTFULLY

Recruiting volunteers you can't use will burn bridges.

- PR is good but **only ask for what you need**
- If you speak in an area you aren't active in, **tailor your story and your ask**
- Have **group options** available as early as you can
- Always be **fundraising**



CULTIVATING VOLUNTEERS: VOLUNTEER RETENTION

→ SAY THANK YOU

- ◆ Early and often
- ◆ Note milestones
- ◆ Feature volunteer stories in social media, website and PR
- ◆ Listen to their concerns

A happy volunteer is your best recruiter!



QUESTIONS?



NEXT MONTH'S CLASS:





Navigating New Federal Realities: **Advocacy**

JULY 9 | 2PM ET



REGISTRATION IS OPEN!

FOOD RESCUE CONFERENCE

OCT 16 + 17

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





Making greater impact, together.



FoodRescueHero.org