

# **Feeding Frenzy** TEAM GUIDE

These are suggestions for organizing your school's Feeding Frenzy team. Please be as creative as you can in figuring out how to best promote Feeding Frenzy at your school.

A Feeding Frenzy team is a group of friends from a school. Who are you inviting to be the initial members of your team?

Every Feeding Frenzy team needs a captain. Who is your team captain?

- Your captain should send us his/her name at **feedingfrenzy@comcast.net**.
- When your team has questions, your captain can email us at **feedingfrenzy@comcast.net**.

The team should get plan to get together for two meetings. (You can organize more meetings if you like.) When and where will your first meeting take place?

At your first meeting, here are some points to cover:

- Does everyone understand the goals and format of the Feeding Frenzy campaign?
- On what week during the school year would you like to hold Feeding Frenzy Week? (This is usually a Monday through Friday.) You may want to come up with a couple of possible weeks in the calendar before you speak with your school administrators.
- What school administrators do you need to contact to get permission to organize Feeding Frenzy at your school? Who will make this contact? You should as soon as possible meet with the administrators to review the purpose and plans of the Feeding Frenzy campaign and to get their permission to organize it at your school. You should confirm with the administrators the dates for Feeding Frenzy Week. Once you've got their permission, you're good to go with Feeding Frenzy at your school.
- Do you understand that you'll be using social media - Instagram, Snapchat, Twitter, Facebook, and whatever social media you use the most - to promote Feeding Frenzy at your school?
  - What are the most creative ways you can use social media to promote Feeding Frenzy?
- For Feeding Frenzy Week, what are the best places in your school to collect money (cafeteria, main entrances, parking lots, school assemblies, events)?
- What are other ways you can promote Feeding Frenzy at your school (school announcements, email system, online calendars)?

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- We have electronic templates for flyers and posters you can use to promote Feeding Frenzy Week. You simply insert the dates of Feeding Frenzy Week at your school and then print the flyers and posters.
  - To access the template for the flyer, go to:  
[https://docs.google.com/document/d/1A\\_oZtLChVQeS3YuAqEE8Ofh7pTFm7GaGUo165c9RWJM/edit?usp=sharing](https://docs.google.com/document/d/1A_oZtLChVQeS3YuAqEE8Ofh7pTFm7GaGUo165c9RWJM/edit?usp=sharing)
  - To access the template for the poster, go to:  
[https://docs.google.com/document/d/1yq1WfXQlSvHwoES1IKI-V2it\\_WfdLepqVkJCvgsi2N2Y/edit?usp=sharing](https://docs.google.com/document/d/1yq1WfXQlSvHwoES1IKI-V2it_WfdLepqVkJCvgsi2N2Y/edit?usp=sharing)
- Are there any incentives you can offer in your school to maximize participation in Feeding Frenzy?
- Are there any school and local media outlets you can contact to publish articles about the Feeding Frenzy project? If so, simply send them the media release below.
- Do you need to recruit additional people to join your Feeding Frenzy team? How will you do this?
- Do you have questions to email to Feeding Frenzy?
- What is the day/time for your next meeting? (You should schedule the next meeting for a date after you have received permission from your school's administrators to organize Feeding Frenzy at your school.)

At your second meeting, here are some points to cover:

- Have you received permission from your school's administrators to organize Feeding Frenzy at your school?
- Have you confirmed the dates for Feeding Frenzy Week at your school?
- Finalize plans for collection points in your school during Feeding Frenzy Week. Set up a schedule for collections, specifying who will do what on what days.
- Finalize plans for the ways you will promote Feeding Frenzy at your school.
- Finalize plans for any incentives you can offer in your school to maximize participation in Feeding Frenzy.
- What is the best number of Instagram posts/Snapchats/tweets/Facebook messages for you to send to friends at your school to promote Feeding Frenzy? The goal is to motivate people so they will make donations during Feeding Frenzy Week, but to not drive them crazy with too many communications.
- Based on the above, what is your schedule for sending social media communications in upcoming weeks? Check out sample messages below. Remember, you shouldn't start sending messages until you have received permission for Feeding Frenzy from your school's administrators.
- Finalize whether there are there any school and local media outlets you can contact to publish articles about Feeding Frenzy. Who will contact them? Simply use the media release below.
- Do you need to recruit additional people to join your Feeding Frenzy team? How will you do this?
- Do you have questions to email to Feeding Frenzy?

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- Should you have another meeting of your team? If so, when and where?

## **SOCIAL MEDIA**

Use Instagram, Snapchat, Twitter, Facebook, and your other favorite forms of social media however you think best to tell people what you're doing with Feeding Frenzy. All of the sample messages below will fit into a single tweet. You can adapt content however you like.

### **Messages before Feeding Frenzy Week:**

Feeding Frenzy will be at school on <insert dates of Feeding Frenzy Week>. The goal is to raise money to feed hungry teenagers. Please help us out!

Feeding Frenzy Week is <insert dates of Feeding Frenzy Week>. For every dollar contributed, we will provide a full meal to a hungry teenager. Join our team!

Feeding Frenzy is growing at our school. We are going to feed a lot of hungry kids.

Feeding Frenzy Week is <insert dates of Feeding Frenzy Week>. Every \$ contributed provides a meal for a hungry teenager. Help us fund a lot of meals!

### **Messages during Feeding Frenzy Week:**

This is Feeding Frenzy Week. We're collecting money <insert times, locations>. Every \$ provides a full meal to a hungry teenager!

\$1 = 1 meal for a hungry MA teenager through Feeding Frenzy. Collections are at <insert times, locations>.

We're looking for the largest possible number of kids from our school to contribute to Feeding Frenzy this week. Have you donated yet?

## **MEDIA RELEASE**

To contact media outlets about Feeding Frenzy, simply insert the particulars about your school in the following message, and then email it to your contacts at school or local media outlets:

# ***Feeding Frenzy***    **TEAM GUIDE**

My name is <insert your name>. I'm in the <insert your grade> grade at <insert your school's name>.

I'm part of a project called Feeding Frenzy, and I'm hoping you will be interested in writing an article about what we're doing. Here is background information about Feeding Frenzy:

- In the USA, huge numbers of teenagers are hungry. This is ridiculous, because there is more than enough excellent food available to feed everyone who needs it. People just need to provide food to the kids who are hungry.
- Feeding Frenzy is a campaign that enables teenagers to help feed thousands of hungry kids through the Cor Unum Meal Center in Lawrence, MA ([www.corunummealcenter.org](http://www.corunummealcenter.org)). Lawrence is one of the economically poorest cities in the USA. In Lawrence, thousands of kids receive fantastic free meals, 365 days a year. Amazingly, it costs only one dollar to provide a restaurant-quality meal for a hungry kid at Cor Unum.
- From <insert dates of Feeding Frenzy Week>, we're going to have Feeding Frenzy collections at our school. If a lot of us make modest donations to Feeding Frenzy, we'll collectively be able to raise a lot of money. This will show that kids can really help other kids in need in our state.

I hope you'll be interested in covering this very positive story. Please contact me at <insert your email address> or <insert your phone number>. I look forward to hearing from you.

Thanks!