Equipping Your Volunteers
Marketing & Mission

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Equipping Your Volunteers
Marketing & Mission

• Food
• Friends
• Finances
Equipping Your Volunteers
Marketing & Mission

• 3 secs
• 30 secs
• 3 mins
• 30 mins
Clarifying Your Mission Statement

• Share the Mission
• Start With Why: Simon Sinek

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action#t-1065184
Clarifying Your Mission Statement

Start with Why: How Great Leaders Inspire Everyone to Take Action

Simon Sinek

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The Golden Circle

What
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why
Very few organizations know WHY they do what they do. WHY is not about making money. That’s a result. It’s a purpose, cause or belief. It’s the very reason your organization exists.

© 2013 Simon Sinek, Inc.
Clarifying Your Mission Statement

- Who?
- What?
- When?
- Where?
- Why?
- How?
- One Word Picture
- Hope to Accomplish

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Clarifying Your Mission Statement

- Who?
- What?
- Why? (Inspirational)
- One Word Picture
- Hope to Accomplish (Action Word)
A NETWORK OF FOOD PANTRIES
BUILDING LADDERS OF PEACE

www.FriedensPantry.org
A NETWORK OF FOOD PANTRIES
BUILDING LADDERS OF PEACE

• Who: Food Insecure in Milwaukee
• What: Food Pantries
• Why: Building Ladders of Peace
• Picture: Ladders of Peace
• Hope: Hope and Dignity to our community
America Red Cross

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

- **Who:** Humans facing emergencies, volunteers, donors
- **What:** Mobilizing the power of volunteers and generosity of donors
- **Why:** Prevent and alleviate human suffering
- **Picture:** Red Cross (brand recognition)
- **Hope:** Prevent and alleviate human suffering

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Equipping Your Volunteers
Marketing & Mission
3 Seconds

• Share the Word Picture
  – With Your Team
  – Individually draw something that represents your work
  – Focus on the why, not that what
  – Come to a consensus
  – Encourage every volunteer and community member to embody the word picture
  – Results in extended team of people sharing your story

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Equipping Your Volunteers
Marketing & Mission
30 Seconds

• Share the Mission
Equipping Your Volunteers
Marketing & Mission
3 Minutes

• Share the Mission
• Share the Needs
  – Community Based
  – Pressing Problem
• Share the Story
  – Personal Connection
• Share a Next Step
  – Volunteer

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Equipping Your Volunteers
Marketing & Mission
30 Minutes

• Share the Mission
• Share the Needs
• Share the Stats
  – Organization Specific
  – What you do better than anyone else
  – Focused on Strengths not Pity
• Share Bible Examples (faith based)
• Share the Story
  – Individual touched by organization
  – Stories of how you make the world a better place
• Share a Next Step
  – Money, Volunteer, Networking, In-Kind Donations, Etc.
Converting Data Into Stories

• Data Sources
  – Local
  – Agency
  – State
  – National

• Examples
Tips to Tailor Your Message to Each Unique Audience

• Know Your Audience
  – Focus on Building a Relationship
  – Individual, Business, Grant, etc…

• Know Their Heart Strings

• Know This Means
  – Research (990’s, Annual Reports, etc…)

• Know How Committed They are to Your Cause
Empowering Your Volunteers to Become Your Greatest Advocates

• Give them a Word Picture
• #ShareYourStory on social media
• Easy way for their friends to volunteer (without lots of barriers)
Friedens
3 mins Story

Share the Mission
Share the Needs
Community Based
Pressing Problem
Share the Story
Personal Connection
Share a Next Step
Volunteer

A NETWORK OF FOOD PANTRIES
BUILDING LADDERS OF PEACE

www.FriedensPantry.org

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A History of Building
Ladders of Peace

Share the Mission
Share the Needs
  Community Based
  Pressing Problem
Share the Story
  Personal Connection
Share a Next Step
  Volunteer

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HOURS

- Staff ~3 full time
- Volunteers

IMPACT

- 2,000+ VOLUNTEERS
- SERVED countless HOURS
- 4 DIFFERENT SITES
- TO FEED 50,000 PEOPLE
- WITH 5 DAYS OF FOOD
50,000+ served in 2016

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Lives Impacted

Share the Mission
Share the Needs
   Community Based
   Pressing Problem

Share the Story
   Personal Connection
Share a Next Step
   Volunteer

© Catherine Draeger-Pederson 2017
#ShareYourStory

Share the Mission
Share the Needs
   Community Based
   Pressing Problem
Share the Story
   Personal Connection

Share a Next Step
Volunteer

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Equipping Your Volunteers
Marketing & Mission

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Best Practices for Partnering with Your Local Food Bank

Dan Wilson, Program Director, Second Harvest Duluth MN
Jim McPhetridge, Food Shelf Manager, Brick Ministries, Ashland WI

FIGHTING HUNGER | FEEDING HOPE
Best Practices for Partnering with Your Local Food Bank

Thank you!

Dan Wilson, Program Director
Dan@northernlakesfoodbank.org

Jim McPhetridge, Food Shelf Manager

FIGHTING HUNGER | FEEDING HOPE
Nutrition Education and Tools Project
PROJECT HISTORY

• Board vision
• Identified need
• Lack of food prep skills/knowledge
• Decreased mini-demos offered by UW Extension Nutrition Educators
  Why? Change of staff and an assumption of reduced funding
• Local RFP opportunity
• Proposal created and partners sought
OBJECTIVES

• Increased nutrition knowledge to obtain healthy and affordable food choices.
• Increased incorporation of fresh produce into daily meals.
• Increased nutrition knowledge to utilize the large variety of fresh produce offered at food pantries.
• Increased ability to maximize limited resources.
• Food preparation skill development for individuals and families.
• Food preservation skill development for individuals and families.
NON-MEASURABLE GOALS
(AT LEAST INITIALLY)

• Increased self-esteem for participants.
• Successful home implementation.
• Skill development to encourage greater self-sufficiency.
• Decreased food insecurity.
WHAT WE NEEDED TO GET STARTED

- Funding to purchase “tools/incentives”
- Remodel multipurpose space to make it functional for classes too
- Demo cart with mirror
- Kitchen tools/equipment for educators
- Educators
PICTURES OF CLASSROOM

Before

After
FUNDING

- Local funding opportunity denied
- Board commits reserve funds to begin
- Board President proposes and carries out community-wide fundraising effort – local foundation offered matching funds
- United Way venture grant funding
- United Way program funding
- Current year budget
<table>
<thead>
<tr>
<th>Category</th>
<th>Session Expense</th>
<th>Expected Annual Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participant incentives</td>
<td>$300 (15 participants per session x $20 per participant)</td>
<td>$3600 (12 sessions per year)</td>
</tr>
<tr>
<td>Supplies – Demo food not available in the pantry</td>
<td>$20</td>
<td>$240</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$320</strong></td>
<td><strong>$3840</strong></td>
</tr>
<tr>
<td>Administrative costs; absorbed into general organizational payroll</td>
<td>$125</td>
<td>$1500</td>
</tr>
<tr>
<td>Educator</td>
<td>~$100-200</td>
<td>In-kind value $1200-$2400</td>
</tr>
</tbody>
</table>
TO ACHIEVE PROJECT GOALS WE NEEDED EDUCATION PARTNERS

• Various sources and sites were solicited.
• There was excited interest.
• Only a few have fully committed and can be counted on for consistent involvement at the food pantry location:
  • UW Extension Nutrition Educators
  • Viterbo Dietetic Professors and Students
  • Gundersen Health System Dieticians
  • Mayo Clinic Healthy System Dieticians
  • University of Wisconsin- La Crosse Food Service
  • Chartwell Chefs
WHO MIGHT BE POTENTIAL EDUCATION PARTNERS FOR YOU?

- UW Extension
- Healthcare facilities that offer dietetic services
- County Health Educators
- Higher Education – Dietetic program students and staff
  - UW-SP, UW-Green Bay, Madison, UW-Stout, Viterbo University and Mount Mary’s University (Milwaukee)
- Chef’s
EDUCATORS PROVIDE

• Session education (at no charge)
  • Lesson plans (despite different education partners each session contains the same elements)
    • Focus area
    • Nutrition facts and tips, benefit to body
    • Recipes
    • Food demonstration
    • Sample of demo foods
    • Some plan games
  • Recipes
  • Handouts
• Educator Session Summary
SESSION PICTURES
WAFFER STAFF PROVIDES

- Funding - Fundraising/Grant Writing
- Coordination of presenters, dates, topics, “incentive tools” (to include past participant feedback regarding topics or tools they need)
- Marketing and participant recruitment
- Classroom setup
- Food preparation equipment
- Food or supplies needed for the demo
- Purchasing “incentives”
- Evaluation tool
- Final Program Summary
Tuesday, January 12 2016 11am-12pm – Knife Safety (and vegetable demonstration)

Educator – Mayo RD, Romi

Participants – 3 (10 had signed up, windchill was below zero)
Incentive – cutting board, non-slip pad, knife, roasting pan.

Demo – 1. Different cutting techniques with a variety of knives. 2. 3 recipes/samples featuring the use of produce.
1. Roasted vegetables – the demo included to prepare the soup, how to cook with beans and other important tips, what seasonings to use, and how to include greens in the soup.
2. Vegetable bean soup – the demo included to prepare the soup, how to cook with beans and other important tips, what seasonings to use, and how to include greens in the soup.
3. Citrus salad – how to segment citrus, how to make a dressing, and served over greens.

Education – knife safety in the kitchen, recipes for demo foods were provided as well as a couple more, participants asked good questions, nutrient contents of vegetables and beans were discussed, helpful hints and history of food items were provided, and a variety of cutting/slicing techniques shown (julienne, bias, dicing, matchsticks, ribbon, etc.Overview).

Participant reaction – Participants filled out a survey. All participants found the session to be very informative. Participants indicated they learned how to "blend" different foods, different cutting techniques, the crab hold, and how to section citrus. They enjoyed the versatility of the presentation and the language used to explain. Other comments were: like the way to cut spinach, thank you, and enjoyment from attending. Participants would like to see crockpot classes/recipe, pressure cooking, canning, and would like a steamer.

Question 2.
[very little] to 5 (a lot), how useful was the presentation?
100% - 5

Question 3.
[very little] to 5 (a lot), how likely do you think you will be to use what you learned at home?
100% - 5

Question 4.
[very little] to 5 (a lot), how likely are you to incorporate more fresh produce daily?
100% - 5

Educator reported – “The group was small, but I think that made everybody feel comfortable speaking up. We had good discussion and good questions from each of the participants. They seemed interested and engaged throughout the session. At the end of the session they all said they learned something and planned to use what they learned at home.”
MARKETING

• Target population is low-income, food insecure
• Develop a “poster” for each session Displayed in lobby and announced/discussed by client coordinator with food pantry clients
• Available on fb page, website, eblast
• Poster emailed to agencies with similar missions or target population
• Begin advertising at least 6 weeks prior
Where's the beef?

Join Viterbo Dietetic Students as they show you how to make meatless meals that taste great! Samples, preparation tips, and recipes will be provided. One participant from each household will receive a stockpot and ingredients to make a meal.

When: Tues., February 21st at 12 noon.
Location: WAFER Classroom (403 Causeway Blvd)
**Reservations Required. Sign up at WAFER (403 Causeway Blvd), by phone 608-782-6003, or by email at info@waferlacrosse.org

KNIVES DANGEROUS, BUT NECESSARY!

Don't miss this awesome opportunity to learn about knife safety from Mayo Health System's Chef Romy!

When: Tuesday, January 12, 2016 from 11:00am—12:00pm
Where: WAFER classroom (403 Causeway Blvd)
**Reservations Required: Sign up at WAFER, by phone at 608-782-6003, or by email at info@waferlacrosse.org

Take home........

Knife and food safety information, food preparation skills, recipes, cutting board, knife, and more.

"Carb Counting"

What is it and how do I do it? Diabetes emphasis.

Viterbo Dietetic Students will discuss carb counting; what to do it. Participants will receive helpful samples and one member per household will receive a knife, cutting board, and a grocery gift card.

March 30 at 12
1400 W. 7th Street Classroom
(403 Causeway Blvd)
**Reservations required. Sign up at WAFER (403 Causeway Blvd), by phone 608-782-6003, or by email info@waferlacrosse.org
NEW YEAR, NEW YOU!

What are your New Year’s Resolutions?

Viterbo Dietetic Interns are ready to help you! You won’t want to miss this Healthy Food Tips and Food Demonstration session.

Date: Jan 17
Time: 6:30 PM
Where: WAFER Classroom (403 Causeway Blvd)
**Reservations Required: Contact WAFER, by phone 608-782-6003, or by email info@wafersl.org

Great days start with breakfast!

Join Chef Carson and Chef Tori from Chartwells as they show you some new techniques and new options for breakfast. All participants will receive helpful tips, samples, and a gift to take home.

When: Friday, November 18th 2016 from 9:30-10:30 am
Location: WAFER Classroom (403 Causeway Blvd)
**Reservations Required: Sign up at WAFER, by phone 608-782-6003, or by email info@wafersl.org

No Time “Weight”, Get Home Cooking Meals

Join Viterbo Dietetic Students as they show how to make delicious and waistline healthy meals. Participants will receive helpful tips, recipes, samples and more. One member from each household will receive a frying pan for attending.

When: Thursday, March 9th at 12 noon.
Location: WAFER Classroom (403 Causeway Blvd)
**Reservations Required. Sign up: at WAFER (403 Causeway Blvd), by phone 608-782-6003, or by email info@wafersl.org

LOVE FOOD AND LOVE YOURSELF

Eating healthy doesn’t mean that your food has to taste bad. Good food CAN taste good. Join Viterbo Dietetic Interns for a nutrition session that celebrates Valentine’s Day and a love for good tasting and healthy food!

Date: Feb. 16, 2016
Time: 10:00-11:00 am
Where: WAFER, (403 Causeway Blvd, La Crosse)
**Reservations Required: Sign up at WAFER, by phone 608-782-6003, or by email info@wafersl.org
All participants will receive ingredients to make one of the recipes, a vegetable chopper, food prep skills, and more!
Today's education session, "Recipe Rehab" was well attended and well received by the participants. Thanks to Viterbo Dietetic Students who have provided top-notch education for the last 8 sessions. Up next, on May 16, will be "Healthy Eating on a Budget - How to stretch your food dollars" presented by Gundersen Health System Dietitians Marge and Jessica. There are some remaining spots for people in need of this education.

Join Gundersen Health System Dietitians as they show you how to stretch your food dollars farther but still eat healthy. Each participant will receive samples, recipes, helpful tips, ingredients for a recipe and a grocery card.

Where: WAFER Classroom
**Reservations Required: Sign up at WAFER, by phone 608-782-6083, or by email info@wafercrossro.org

Gundersen Health System

http://wafercrossro.org/net-project-2/
WHY WE OFFER “INCENTIVES” FOR PARTICIPANTS?

• To encourage attendance
• What good is the education and information if participants lack the “tools” needed to implement their new skills and knowledge at home?
• Target cost per participant per session is $20
<table>
<thead>
<tr>
<th>TOPICS</th>
<th>“INCENTIVES”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microwave cooking</td>
<td>Microwave safe dish and $10 grocery card</td>
</tr>
<tr>
<td>“Where’s the beef?” Meatless cooking</td>
<td>Stockpot and ingredients to make demo recipe</td>
</tr>
<tr>
<td>“No time to weight” Quick home cooked meals</td>
<td>Frying pan with lid</td>
</tr>
<tr>
<td>“Carb Counting; what it is and how to do it” diabetic emphasis</td>
<td>Knife, cutting board, non-slip pad, $10 grocery card</td>
</tr>
<tr>
<td>“Spring fling; seasonal fruits and vegetables” and “Greens &amp; Smoothies”</td>
<td>Blender</td>
</tr>
<tr>
<td>“Recipe rehab” Comfort food makeover</td>
<td>$10 grocery card and ingredients to make a related recipe</td>
</tr>
<tr>
<td>“Healthy eating on a budget” How to stretch your food $</td>
<td>$15 grocery card and ingredients to make a demo recipe</td>
</tr>
<tr>
<td>“Cooking for 1 or 2”</td>
<td>Ingredients for a demo recipe and a sauce pan</td>
</tr>
<tr>
<td>Stir frying</td>
<td>Frying pan</td>
</tr>
<tr>
<td>Topic</td>
<td>Incentive</td>
</tr>
<tr>
<td>------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Herbs and Spices</td>
<td>A large assortment of herbs &amp; spices and ingredients</td>
</tr>
<tr>
<td>Crockpot cooking</td>
<td>Crockpot</td>
</tr>
<tr>
<td>Fall produce</td>
<td>Roasting pan, peeler, mezzaluna</td>
</tr>
<tr>
<td>“How to read the new nutrition labels”</td>
<td>Measuring cup, can opener, spatula, grater, spices, bag of produce</td>
</tr>
<tr>
<td>Breakfast makeover and “Skillet Meals”</td>
<td>Skillet</td>
</tr>
<tr>
<td>“Eat well on $4/day” (based on the cookbook)</td>
<td>Cookbook and ingredients to make one of the recipes</td>
</tr>
<tr>
<td>Preserving your fall produce – freezing</td>
<td>Stockpot, colander, freezer bags</td>
</tr>
<tr>
<td>“Easy, Hearty Meals”</td>
<td>Mixing bowl, measuring spoons/cups, peeler, spatula</td>
</tr>
<tr>
<td>“Good tasting heart healthy food”</td>
<td>Vegetable chopper and ingredients for a recipe</td>
</tr>
<tr>
<td>Upcoming session topics:</td>
<td></td>
</tr>
<tr>
<td>Summer Salads</td>
<td></td>
</tr>
<tr>
<td>Grocery Shopping – Price comparisons</td>
<td></td>
</tr>
<tr>
<td>Spiralizing</td>
<td></td>
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</tbody>
</table>
PARTICIPANT EVALUATION RESULTS FROM 2016

• How useful was today’s presentation? 1 (very little) – 5 (a lot)
  Averaging results from all session evaluations – 90% indicated 5

• How likely do you think you will use what you learned today at home? 1 (very little) – 5 (very likely)
  Averaging results from all session evaluations – 88% indicated 5

• How likely are you to incorporate more fresh produce daily? 1 (very little) – 5 (very likely)
  Averaging results from all session evaluations – 84% indicated 5
WHY I THINK THIS PROGRAM HAS EXPERIENCED SUCCESS

• Listening to expressed needs. It wasn’t what we thought they needed.
• We got the right people engaged and interested.
• We started small.
• We re-evaluated frequently early on.
• Evaluations tell us if this is valuable.
• All parties remain flexible.
• Stakeholders (donors, fb, eblast) are kept engaged and excited about what we have going on and the success we experience.
• The programming meets people where they are at.
• Excellent educators!!!!!
LESSONS LEARNED

- Session focus/learning material should emphasize program goals.
- What are the barriers for attendance? How will you work through them?
- Offer classes at different times and on different days.
- Session sign up should include name and contact phone number. Have a waiting list for cancellations.
- Provide a reminder call the day before.
- Track no-call no-show participants.
- Market with intention. Who needs this service and how do you reach them?
LESSONS LEARNED

• Specify who is eligible to receive the incentive (i.e. one per household) and that an evaluation must be completed in order to receive the incentive.

• Participants must attend the entire session to receive the incentive.

• We are now repeating sessions/incentives. Participants can receive the incentive once, but are welcome to attend repeat sessions for the education.

• Cross off UPC for purchased items.

• Chatty people are difficult. We developed a general “housekeeping statement” that is read at the start of the session.

• Hold people accountable for appropriate behavior.
LESSONS LEARNED

• Start small and start somewhere where people are comfortable coming to initially

• Having many different education partners does not put the whole burden on one group.

• Participants enjoy the recipes and samples the most.

• Value participant feedback/suggestions.

• Stress the importance of taking the time to thoroughly and thoughtfully fill out the evaluation.

• Educators should find ways to engage the group.

• Recipes and demos are great, but using foods that clients have the most consistent/affordable access to makes the information and resources applicable and success attainable.
THANK YOU!