



Food Security Project

Championing Food Security: Powerful Partnerships Through Relationship Building and Storytelling

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Case Study Activity

- Case Study handout
- Work in groups of 3-5
- Take 5 minutes to discuss and plan next steps and strategies
- Be prepared to present your findings

5 Key Players You Need on Your Winning Team

Champions

Partners

Advocates

Donors

Students

Champions

- Get a Mary Castro!
 - Culture of caring through campus partners
 - President, First Lady, VP of Student Affairs, etc.
 - Feed on the ground efforts through the program
- Who are your potential champions?
 - Hint: champions raise more champions

Champions

- The research
 - Data and trends act as champions
 - Maslow's Hierarchy of Needs
- Students
 - Word of mouth and affirmation
 - Exponential growth in delivery of services to students



Partners

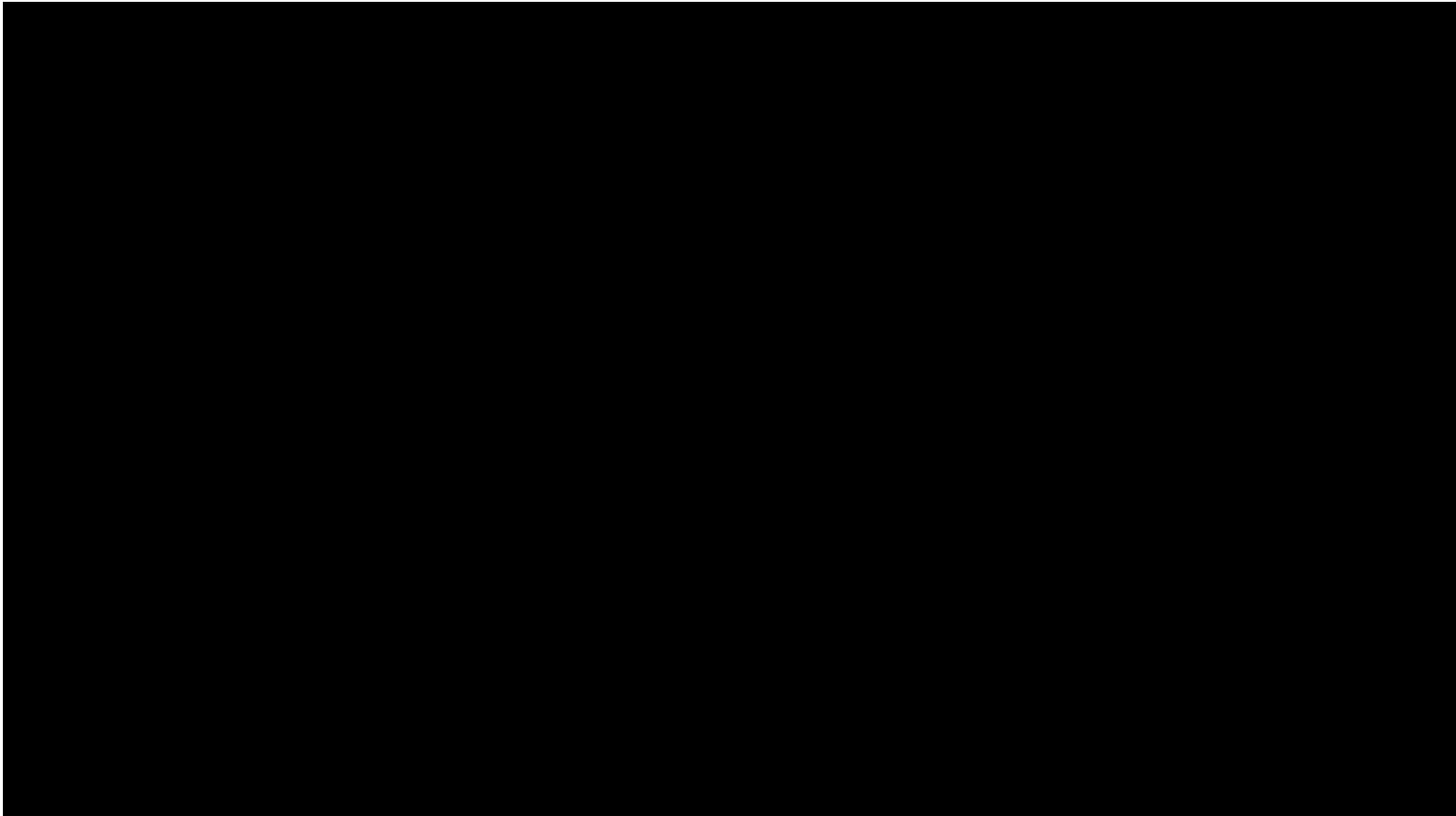
- External
 - Community Food Bank
 - Poverello House
 - Catholic Charities
 - Wawona Frozen Foods
 - Bee Sweet Citrus
 - Fresno Metro Ministry
 - Big Fresno Fair
 - Rotary Clubs



Partners

- Internal
 - Faculty
 - University Communications
 - Trevino Gift (video)
 - March Match Up (video)
 - Ask everyone!
- Students
 - Word of mouth and affirmation

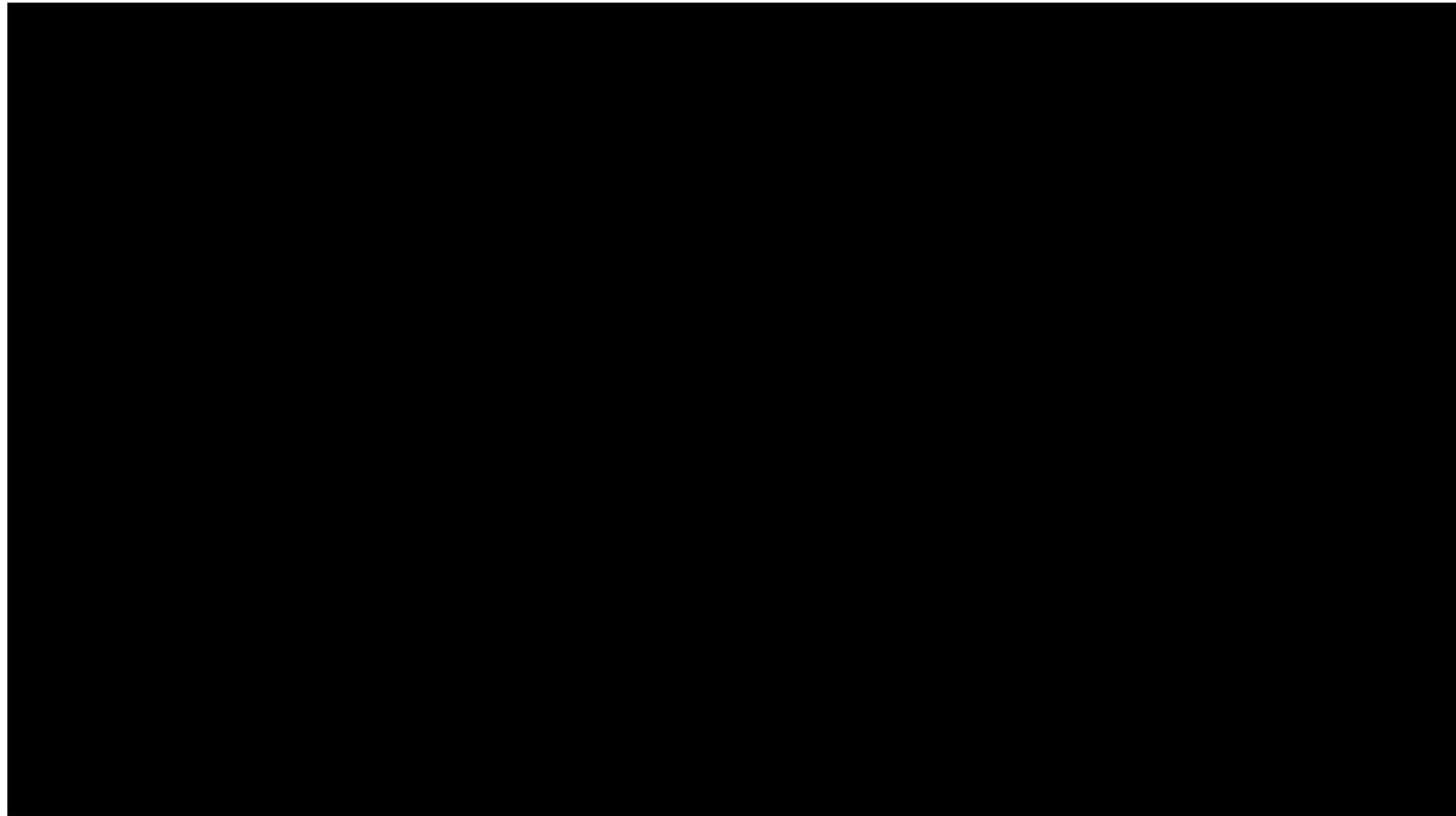




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Advocates

- Like champions but platforms are less public
- Can be individuals
- Stakeholders are key advocates and champions
 - Alumni, donors, prospects, fans, staff
- Students
 - The real story of the struggle and benefits
 - Instant credibility amongst students

Donors

- Storytelling and making the case
 - Existing donor base
 - New and prospective donors
 - High profile events or announcements
 - Big Fresno Fair, Hunger Banquet, NHHAW
 - Tour, tour, tour!
- Students
 - Keep in mind confidentiality



Students

- Students are in every category!
- Engage them at every appropriate level
- Changing needs will provide relevance for sustainability



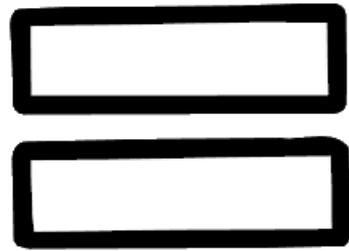
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Questions

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