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!

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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
Champions
Partners
Advocates
Donors
Students
= Food Security
Questions

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