



# 2024-2025 PLAYBOOK

Providing you with the  
**Tips, Tools and Talking Points**  
to support SNF





Welcome State Ambassadors!

Are you ready to put your passion and enthusiasm on display to share the possibilities that the School Nutrition Foundation can provide this year?

Ambassadors are leaders who help make dreams come true for SNA members. Your fundraising efforts directly benefit members, promote the image of the Foundation and the various resources the Foundation provides. During your year, our aim is to raise awareness of SNF, increase annual fund giving, and provide many scholarships, equipment grants and professional development opportunities for SNA members. As a State Ambassador, you'll receive the following recognition from SNF for your leadership:

- Personal “thank you” note from CEO and Board President
- Ambassador Certificate suitable for framing
- Lapel pins – square with magnetic backs
- “Ambassador” ribbons for ANC and for state conferences
- Photo opportunity for ambassadors in attendance at ANC

This Playbook provides some of our most fun and profitable Fundraising Tips and Talking Points. We are happy to send you any other tools you may need such as ribbons and pins before your state conference.

Your 2024-2025 term is from August 1, 2024 through July 31, 2025 – National SNA’s Fiscal Year. We appreciate all you do!

Thank you again for your great support and welcome to the State Ambassador Program! We look forward to hearing from you!



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### **Responsibilities of SNF State “Ambassadors”**

In 2016 the School Nutrition Foundation started the State Ambassador Program to support its programs and fundraising efforts across the country. We’ve had four successful years with an abundance of support from our State Associations and we are looking forward to a record-breaking year in 2023-24, including a financial incentive that we give back to your state.

The objectives of the State Ambassador program are:

#### **Objectives:**

1. Spread the word about what SNF can do for SNA members.
  - a. Education & Training – LEAD to Succeed online courses available to all SN professionals at no cost
  - b. Professional Development and National Conference Attendance Scholarships
  - c. Equipment Grants
  - d. School Nutrition Research
2. Create more opportunities for SNA members to volunteer in SNF fundraising campaigns;
3. Enable more SNA members to donate to SNF fundraising campaigns; and
4. Break all records for dollars raised in one year!

#### **Responsibilities of SNF State Ambassadors include:**

- Assist in helping SNA members understand what the Foundation does and why members should support the Foundation;
- Encourage SNA members to take advantage of SNF programs and scholarships;
- Make a personal contribution that is appropriate for individual means to SNF;
- Encourage SNA members to support SNF;
- Provide leadership for SNF Annual Fund campaign at the State Conference (Suggestions will be provided by SNF on ways to encourage support of SNF at the State Conference); and
- Participate in encouraging support of SNF at SNA national, regional, state, and local meetings attended and assist at SNF table/booth at these meetings.

Training and materials will be provided to SNF State Ambassadors. SNF staff will provide materials that can be customized for the respective states and will communicate with State Ambassadors on a regular basis.



## **Incentive Program for State Ambassadors**

SNF encourages each State Association to participate in its Annual Fund by providing rewarding incentives for participation. You and your state may provide incentives for giving to your members. This is SNF's incentive to you:

**We will give back 25% of the amount you raise for SNF.\***

**You can then use these funds in your state's professional development and conference scholarship programs.**

**For example, if your state raises \$4,000 for SNF,  
your state will receive back \$1,000 for scholarships.  
It's a great way to keep paying it forward!**

\*Only contributions made between August 1, 2024 and July 31, 2025 will be counted.

### **\$\$ ~ Every Dollar Counts ~ \$\$**

- **Every** donation made by an individual in your state will count toward the state's end-of-year total.
  - This includes:
    - Contributions collected from attendees at state conferences;
    - Any other fundraising campaigns and activities initiated by the state association for the benefit of SNF;
    - All online and in-person donations made by individuals **throughout the entire year** (August 1, 2024 and July 31, 2025);
    - Recurring donations made by individuals;
    - "In honor of" and "In memory of" donations to SNF
  - This **does not** include:
    - Contributions made by companies.



## **Recommendations for State Conferences and Other Meetings**

### **PRIOR TO CONFERENCE:**

- Reserve a table for SNF at your conference or meeting
- Recruit volunteers to assist you at the table
- Request ambassador kit from SNF at [snf@schoolnutrition.org](mailto:snf@schoolnutrition.org)
- Put an article in your state SNA newsletter about the Foundation and the Annual Fund announcing you will have a table at the meeting
  - o List the names of those who donated
  - o Include information about State incentives, i.e., winning one ANC Scholarship for top donations in your membership category, etc.
- Ask leaders of your State Association to make contributions before the conference to provide leadership for your efforts
- Ask leadership to use the SNF PowerPoint slide at the conference to support the Annual Fund effort and encourage attendees to stop by the SNF table to make her/his gift for the audience
- Enlist a scholarship recipient to speak at a General Session about receiving a scholarship through the Foundation and what it meant to her/him.

### **AT CONFERENCE:**

- Inform individuals about the Foundation and its mission – education, research, and scholarships
  - o pending on time of year, you may also promote applying for scholarships
- Encourage individuals to support the Annual Fund
- Set up a laptop or iPad from which individuals can make online gifts
  - o SNF website; click on the “Donate Now” button and it will take you to the SNF online giving site
- When individuals make contributions, have her/him complete one of the Annual Fund forms
- When individuals make contributions:
  - o Have her/him add her/his name on a flip chart (Multi-color markers are fun!)
  - o Have her/him ring a bell
  - o Give her/him an “Annual Fund” ribbon for her/his name tag (available in your SNF Conference Kit) and through SNF at [snf@schoolnutrition.org](mailto:snf@schoolnutrition.org)
  - o Be sure to say “thank you”

### **AFTER CONFERENCE:**

- Send Annual Fund forms with checks and credit card numbers to School Nutrition Foundation, 2900 S. Quincy St., Suite 700; Arlington, VA 22206.

- Deposit cash into the State SNA bank account and send a check for the total cash amount to the above address; include the names (please print or type) and the amounts given by each person so that the Foundation can record the gift and thank the donor.
- Put an article in the State newsletter with an updated list of persons who have contributed.
  - Include information on how to give online for those who have not yet contributed
  - Thank those who contributed and those who volunteered to help you at the table
- Thank those who contributed (by email, personal note, or phone call)

## Fundraising Ideas

**1. The internet** is full of ideas for different fundraising activities and this link has a list of some of the best ones. Some require more work than others and some raise more money than others, so with a little imagination you'll be able to find fundraising ideas that best fit your members, your goals and your volunteers. The following ideas are just some of the many listed on these websites.

<https://www.eventbrite.com/blog/fundraising-ideas-ds00/#social>

<https://www.eventmanagerblog.com/fundraising-event-ideas>

[Chapter Fundraising Ideas](#)

**2. Donations on your home page and event page**

Make it easy for people to give even if they can't attend your conference by adding the link to the School Nutrition Foundation donation page or use your own donation button. The SNF donation page captures the donor information so we can make sure that donations from your state will get credited to your state's total amount.

<https://www.classy.org/give/156336/#!/donation/checkout>

**3. Pass the Basket, Bucket or Box**

Fundraising at any meeting or conference can be as easy as passing a basket. It was probably the earliest form of fundraising! At some point during your conference – perhaps after the State Ambassador has spoken about the benefits of the School Nutrition Foundation and our goals of doubling our scholarships to SNA members, volunteers could pass baskets, buckets or boxes down each row and donors can throw in spare change or dollars. This simple activity allows everyone to give something that they are comfortable with donating.

**Or** You can place a donation basket, bucket or box stationed near the exit of the meeting or at your SNF Ambassador table and mention during the meeting that you are gladly accepting donations.

#### 4. Text2Donate

If you're looking for a fundraising event that can engage an entire roomful of people, consider using a **Text2Donate** activity. Now that almost everyone has a smartphone, let them use it to donate to SNF. You can ask industry partners to "match" your donations up to a certain dollar amount. For example, if you your goal at \$500, you can ask an industry sponsor to match the \$500 raised and then donate \$1,000 to SNF. It is a very simple exercise once you have registered with a Text2Donate fundraising platform. Here are a few links to Text2Donate websites:

<https://txt2give.co/>

<https://www.givelively.org/text-to-donate>

<https://www.donorsearch.net/resources/top-text-to-donate-services/>

#### TEXT TO DONATE

1. Grab your smart phone!
2. Text **snfdonate** to (325) 603-3395
3. Click on the secure link, enter an amount & your info
4. Click **"Give Now"**

#### 5. Reverse Raffles (**be sure to check on your state's gaming laws**)

Reverse raffles are a great fundraising event idea not only because they're fun, but also because they add an exciting element of suspense to the traditional raffle format. In a reverse raffle, your team will sell raffle tickets like a typical raffle fundraiser. **However, instead of drawing the winner at the end of the night, you'll pull random tickets throughout the night.** Whoever's ticket is left at the bottom of the bowl when the night is over is your big winner! If you want to spice this format up further, **consider assigning random prizes to some of the ticket holders who you pull throughout the evening.** Don't forget to prominently advertise the grand prize to add incentive to attend!

#### 6. Crowdfunding

Crowdfunding is one of the most popular fundraising methods online, and it's no secret why. With crowdfunding, **your nonprofit sets up a special fundraising page for a certain cause or a campaign.** Usually, these are short-term fundraisers anchored by a big event.

Then, you call on supporters to share this fundraising page with their friends and family. As donations come rolling in, the campaign's progress will be shown using a fundraising thermometer.

Crowdfunding is not just an effective way to reach your goals quickly: it's cheap to get started with, too. All you need to do is find a great crowdfunding website or platform and launch your page!

#### 7. Money Votes

An easy way to increase the donations at the event is to set up a "this or that" box vote. Include two different options each one attached to a money box. A vote is cast by adding some currency to the box. The box with the most money "wins." Think of it as a paid straw poll. People like to give their opinion and it takes the focus off of asking directly for money.



**How you can apply it to your event:**

Find a comparison for the boxes that ties into your event, i.e., relate your questions to School Nutrition. For instance, "Favorite lunch - Pizza or Tacos?" You can order letter banks from [Amazon](https://www.amazon.com) for SNF initials or your state SNA initials to use as donation boxes. Reasonably priced and can reuse every year to fundraise at your state meetings and conferences.





## 8. Wall of Money

Create a wall of 200 envelopes, less or more depending on the space and size of your meeting, ranging from \$1-\$200. On the front of each of the envelopes is a dollar amount. Encourage people to take down an envelope, place the currency in the appropriate envelope (for instance, \$1 in the 'one dollar' envelope), seal it, and place it back on the wall backward so the currency amount is facing inwards. Suggest that people decorate or write words of encouragement or pen dedications on the back of their envelopes. Prospective donors can easily see fixed amounts that are needed to achieve the goal and can select the ones they're most comfortable with. There are donation points for every budget.

**How you can apply it to your event:** Think about what your audience would pay and create envelopes that are within their budgets. Arrange it in a high traffic spot where people have a little time. Use a foyer leading to a general session where there is high traffic.



## 9. \$10,000 Golden Ticket Raffle

**Overview:** **Depending on your state's gaming laws**, your 501(c)3 organization may be able to hold one of the easiest and most exciting fundraising raffles ever – I call it the **\$10,000 Golden Ticket Raffle\*\*\***. You can sell a limited number of tickets (200) at your conference for \$100 each, totaling \$20,000 in revenue with \$10K going to the winner and \$10K going to the Foundation. ***That means each ticket holder has a 1 in 200 chance of winning \$10,000!!!*** A good place to sell them is at your SNF Ambassador table or whatever place gets the most foot traffic. Cash, checks and credit cards can be used to purchase the tickets. The drawing should take place where there are the most people gathered such as a networking luncheon, your closing session or closing event. Winners do not need to be present to win. Below is a

copy of a generic “Golden Ticket” that I have used before. It is fun to make it a fancy ticket, but any raffle tickets can be used as long as you **capture the buyer’s name and contact information.**

**Suggested Rules: (these will depend on the gaming laws in your state. Be sure to check.)**

1. One (1) winning ticket will be drawn.
2. The raffle will have a maximum 200 tickets sold for \$100 per ticket = \$20,000 total revenue. \$10K to winner. \$10K to SNF. (See chart below for less expensive raffle tickets and jackpot.)
3. Maximum three (3) tickets sold to an individual/household.
4. Tickets are sold only onsite at the conference.
5. Drawing will take place at an activity where the most attendees are gathered, i.e., general session, closing event, networking lunch, etc.
6. Payment for raffle tickets is **not** tax deductible since the buyer is getting something in return – a chance to win money.

**\*\*\*It does not have to be a \$10,000 Winners Pot. Choose the ticket amount you think your attendees are most comfortable buying:**

Ticket cost	Amt of tickets sold	Total revenue	Winner receives	SNF receives
\$100	200	\$20,000	\$10,000	\$10,000
\$50	200	\$10,000	\$5,000	\$5,000
\$20	200	\$4,000	\$2,000	\$2,000
\$10	200	\$2,000	\$2,000	\$2,000
\$5	200	\$1,000	\$500	\$500

**Please check with your state’s gaming office or state attorney’s office for the laws that apply to your state.**

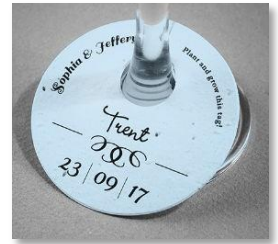


## 10. Signature Beverage Raffle

If you are hosting a welcome reception or dining experience at one of your conferences, then offering a Signature Beverage is a great icebreaker for guests and a fun way to raise funds.

1. **Be sure to check the local gaming laws in your state as to whether raffles can be legally held.**
2. Create a recipe for a non-alcoholic and/or a cocktail with “spirits” and give it a catchy name like “Foundation Fizz.”
3. When your attendees purchase this beverage, they will also receive a raffle number for a special prize. You can write this raffle number on a tag that you attach to the glasses (available at party stores or online).

4. Make sure the cost of your Signature Beverage covers the price of the beverage plus enough to donate to the Foundation. (This could be \$10 - \$25+, depending on what the beverage is and what you feel your attendees would spend.)
5. At some time before the end of the event, announce the raffle drawing, remind guests what they are donating for, pull the number out of a basket and announce the lucky winner.
6. Prizes – Get creative with prizes that you feel your attendees would like.
  - a. Getaway weekends donated by your conference hotel.
  - b. Gift certificates to favorite restaurants or amusement parks in your state.
  - c. Any desired item such as luggage, electronic devices, concert tickets, a lovely piece of jewelry, etc. donated from a local store. Offer the donor advertising or promotion at your conference in return for the donated item.



Depending on the number of attendees, this is a simple and entertaining way to raise \$2-3,000 in an evening. Payment for raffle tickets is not tax deductible since the guest is buying a chance to win something and a beverage.

**Be sure to check the local gaming laws in your state as to whether raffles can be legally held.**



## **“We don’t convince donors. We help them realize that they already care.”**

When it comes to asking for donations, most of us head for the hills. It’s hard to ask other people to part with their hard-earned cash. Once your members believe that SNF and its programs and scholarships are created just for them, giving *should* come easier. Here are some talking points that can get the conversation started and help you in your fundraising effort when you’re speaking to potential donors at your state conference.

### **“Talking Points”**

- “The School Nutrition Foundation wants to double the amount of scholarships it can provide SNA members this year. Last year SNF awarded over \$50,000 in scholarships to SNA members.”
- “I’m volunteering as the State Ambassador because I want to help [NAME OF STATE] raise money for the Foundation so we can help more members from [NAME OF STATE] receive scholarships.”
- “I’ve set a personal goal for [NAME OF STATE] to raise [AMOUNT OF \$\$\$\$] because this cause is so important to school nutrition professionals. *(Share a personal story about the reason you’re supporting SNF and its scholarships and/or programs.)*”
- “Donating is easy and even small donations can make a big difference. Here is a donation form so you can give cash or a check. Or you can make an online donation at <http://schoolnutritionfoundation.org/>.”
- “You should give whatever you feel is appropriate. Every donation counts in our goal to raise funds for SNF! This year SNF is giving back 25% of the total amount we raise, so the amount you donate will help the national Foundation and help your state to provide professional development and conference scholarships, too. Think about donating what it costs to dine out or buy a gourmet coffee.”
- “Thank you so much, [NAME OF PERSON]! I’ll let you know how it goes and keep everyone updated on how our state is doing. I appreciate your support.”








**“If you get, give. If you learn, teach.”**

**~Dr. Maya Angelo**



**Become a Monthly Sustaining Donor Today!**

When you partner with the School Nutrition Foundation’s through its “Sustaining Donor” donation program, you will join a special group of people helping to make SNA members’ dreams come true - *members who never, ever stop learning.*

	<b>\$5/</b> MONTH =	Textbooks for class
	<b>\$10/</b> MONTH =	Pre-conference sessions
	<b>\$25/</b> MONTH =	Costs associated w/ SNA conference attendance
	<b>\$50/</b> MONTH =	SNA Conference attendance scholarships
	<b>\$100/</b> MONTH =	University & trade school Scholarships

It’s as easy as 1, 2, 3, 4!

- 1 – Go to <https://www.classy.org/give/156336/#!/donation/checkout>
- 2 – Click on the amount you would like to donate and then click “monthly”; and
- 3 – Provide you payment information and click on “Donate Now.”
- 4 – Know that you are helping SNF provide the education, research and scholarships for SNA members.



## 2025 Annual Fund Campaign

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Company/School District: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Yes! I/We wish to join in support of the 2023 Annual Fund!

AMOUNT OF CONTRIBUTION: \$ \_\_\_\_\_       CASH       CHECK

STATE to receive credit for your participation:  
\_\_\_\_\_



## 2025 Annual Fund Campaign

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Company/School District: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Yes! I/We wish to join in support of the 2024 Annual Fund!

AMOUNT OF CONTRIBUTION: \$ \_\_\_\_\_       CREDIT CARD

Please charge on my/our credit card:     American Express     MasterCard     Visa

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature as it appears on the card: \_\_\_\_\_

STATE to receive credit for your participation:  
\_\_\_\_\_





## Frequently Asked Questions

### 1. What is the **School Nutrition Foundation** and how is the Foundation related to the Association?

- The School Nutrition Foundation (SNF) was established in 1964 as a 501(c)3 non-profit organization to support the school nutrition profession. The Foundation, which will celebrate its 60th Anniversary in 2024, is the philanthropic sister organization to the School Nutrition Association and raises funds to support the members of the Association through education, research, and scholarships and to enhance the role of school nutrition in the educational process.
- SNA is 501(c)4 organization and the Foundation is a 501(c)3 organization.
- The Association may participate in political lobbying; the Foundation may not participate in or support any political activity.
- The Foundation was created to serve the public by providing financial support to offer education, research and scholarships to support the school nutrition profession in ways that go beyond what the School Nutrition Association provides its members. The funds given to the Foundation are used to provide more for school nutrition professionals in the realm of education and research.
- The objectives of SNF include supporting education, research, and scholarships that benefit SNA members, and ultimately the millions of children who are provided with healthy school meals by these school nutrition professionals.

### 2. Does **SNF** receive a portion of my **SNA** membership dues?

- The Foundation does not receive financial support from SNA dues. The Foundation secures funding from School Nutrition Association members, other individuals interested in school nutrition, state associations, industry partners, foundations, and others who care about school nutrition. SNA may make contributions when they become members or when they renew their memberships, but that is above and beyond membership dues.

### 3. What is the **Annual Fund**?

- The Annual Fund is an organized effort to secure support annually to meet the ongoing needs of the School Nutrition Foundation as the Foundation supports SNA members. The Annual Fund is a way for SNA members to support the Foundation each year in its efforts to provide education and professional development, to support research to expand the knowledge base for school nutrition and to confirm “best practices” in the field and to offer scholarships to SNA members to continue their education.

### 4. Why should I support the **Annual Fund**?

- You will be helping the members of SNA in their pursuit of education, skills, and training that are needed to continue to provide healthy foods to America’s children.
- Support of the Foundation by members of SNA is a testimony to the passion and commitment that members have for feeding America’s students and is an indication to other potential funders, including corporations and foundations, that the School Nutrition Foundation is important. Major funding

sources are more likely to give if many SNA members are contributing to the Foundation. The level of participation is more important than the amount each person gives.

- Participation in the Annual Fund is a way to join with others in school nutrition to make your professional association even stronger and more successful in the future.

**5. What are the dates for the 2025 Annual Fund?**

- The Annual Fund begins on August 1, 2024 and ends on July 31, 2025. (SNA's Fiscal Year)

**6. Are contributions to the Annual Fund tax deductible?**

- Yes, the School Nutrition Foundation is a 501(c)3 organization, which means that contributions are tax-deductible. Being tax deductible means that you can deduct the contribution from your income on your tax return. For example, if you contribute \$100 to the School Nutrition Foundation, it will reduce your taxable income by \$100. If your tax rate is 28 percent, then you would save \$28 on your taxes by donating \$100. (Certain circumstances may apply that limit or restrict your ability to claim the tax deduction. For example, you may not have sufficient deductions to itemize your tax deductions as opposed to taking the standard deduction. Other circumstances may apply. Check the most current federal income tax guidelines or with your accountant.)
- Contributions to the Foundation are tax-deductible to the extent that the contribution exceeds the value of any goods and services provided in exchange for the contribution.

**7. May Annual Fund gifts be made "in memory of" or "in honor of" an individual?**

- Yes, your contribution can be made in memory of an individual and the School Nutrition Foundation will let the family of that person know of your thoughtful gift. (The amount of the gift will not be disclosed.)
- You may also make Annual Fund gifts in honor of an individual, group, or organization. Again, the School Nutrition Foundation will make the person, group or organization aware of your tribute. Such gifts can be made in celebration of a birthday, anniversary, special achievement, or other special occasions.

**8. How do I make a contribution to SNF?**

- Your contribution may be added to your renewal form at the time of membership renewal or may be made directly by cash, check or credit card to the School Nutrition Foundation. Contributions may also be made online.
- You may choose to make a monthly gift online. A monthly gift is easy, and you may find a monthly online gift makes it easier to make a more significant gift. Those who make monthly gifts become members of the Monthly Mavericks in recognition of their commitment to SNF and to school nutrition.

**9. How will I be recognized for my contribution to the Annual Fund?**

- Your name will be listed on the SNF website.
- Your name will be listed on the SNF Booth in the Marketplace at 2025 ANC
- You will receive the SNF updates of new benefits to SNA members.
- You will receive an Annual Fund ribbon to wear on your 2025 ANC name badge

**10. How can I assist in addition to making a contribution?**

- After you make your contribution, encourage others to join you in supporting the Foundation through the Annual Fund. (Don't limit yourself to SNA members, as others also have an interest in school nutrition and would be pleased to support the Foundation, if asked.)

## 11. What is the difference between the SNF Annual Fund and the SNA PAC?

- The SNF Annual Fund provides support to the Foundation to provide education, research, and scholarships for SNA members. Contributions are tax-deductible.
- SNA-PAC is a Political Action Committee that supports SNA's political goals by collecting money from people who share these political goals and making contributions to political candidates who support these goals. Contributions to PAC *are not* tax-deductible.



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