

Promoting SeaShare: A foundation for the seafood community to give back

Future Leaders 2024 Class Project

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Background & Prompt

- SeaShare's mission is to engage the seafood industry in a collective effort to improve nutrition for the people served by food banks and feeding centers.
- More than 53 million Americans have limited access to nutrient-dense food.
- SeaShare distributes high-quality, first-run seafood that, instead of being sold in a market or restaurant, is distributed to food banks in Washington state and nationwide. Donations include a wide variety of species, such as salmon, Alaska Pollock, halibut, and tilapia. Since the onset of the COVID-19 crisis, SeaShare has sent over 8 million servings of seafood to food banks in Washington, Alaska, Oregon, and across the country.
- The 2024 Future Leaders Class will expand on the 2023 strategic proposal that will continue to raise awareness for SeaShare and its mission.

The Donation Process



www.seashare.org/work

- So much goes into how our product reaches consumers, and likewise, there are many puzzle pieces that come together to get seafood donations to their final destinations
- Contributions can be made to a finished product from throughout the supply chain
- While product-based donations are made from companies who handle seafood, financial contributions can be made by any company

Objectives

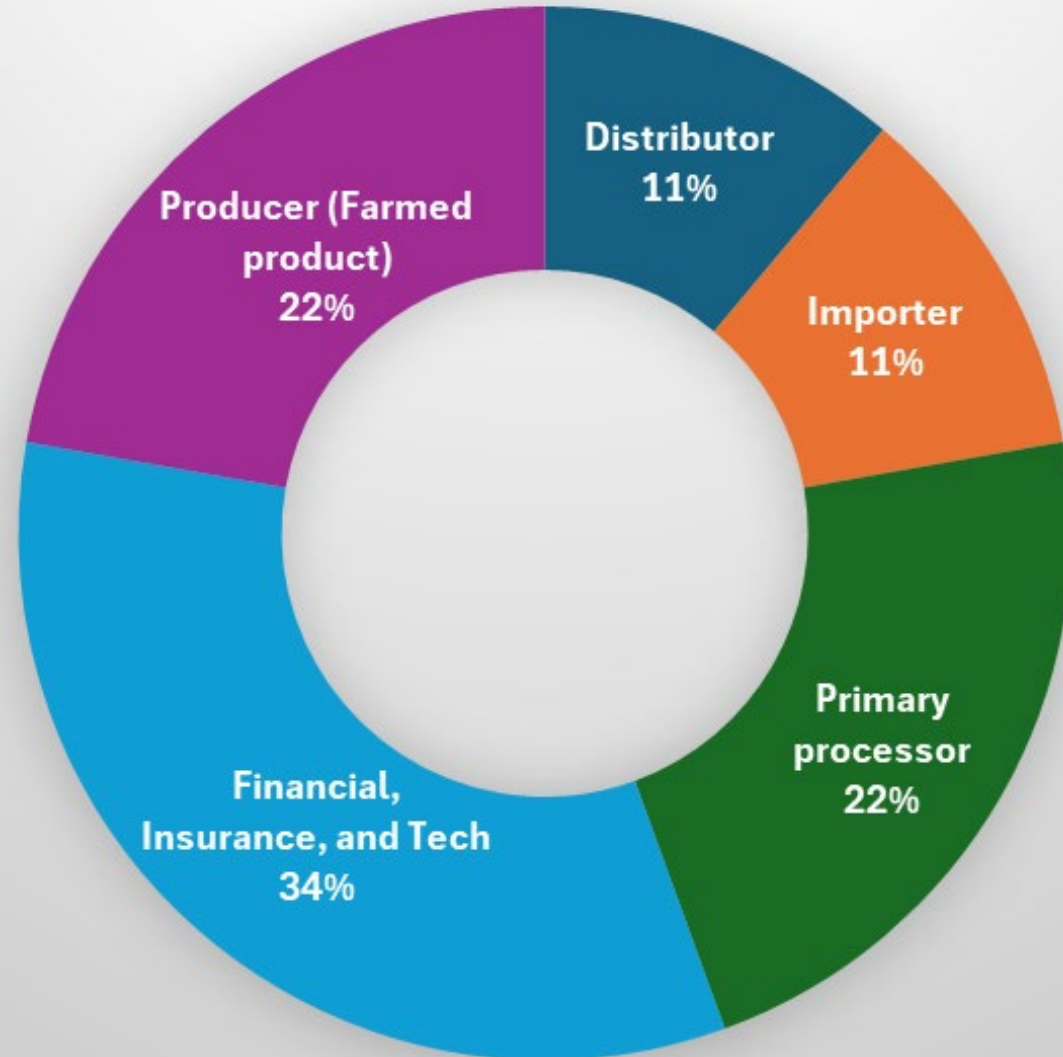
- Improve awareness within the seafood community of:
 - The country's need for nutrient-dense seafood in food banks and pantries nationwide
 - SeaShare's ability to facilitate the donation process using their network of donors
 - SeaShare's past and current accomplishments and impact
- Create tools for SeaShare to progress their vision, mission, and objectives
- Create ideas for how to increase product donations to SeaShare

Learning from previous donors

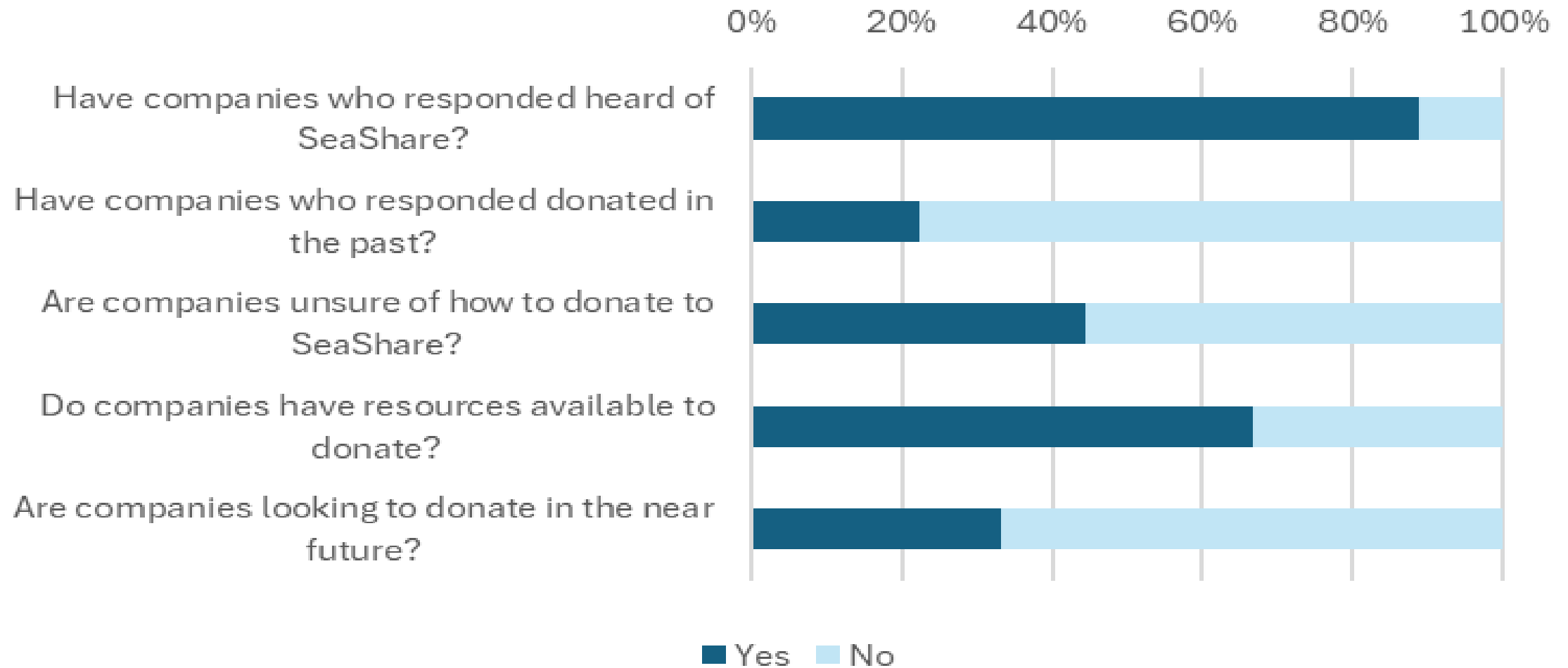
- Previous donors offer a link at understanding what influences repeat donations
 - Initial action - conduct interviews with previous donors to collect more information
 - These are companies located throughout the country, mainly importers
- Companies without Future Leaders on their teams may not be aware of SeaShare, making participation in industry events so important (SENA, NRA, Pacific Regional Seafood Expo, Fancy Food Show)
 - Supporting actions - create table tents, posters, a contact list, as well as surveying companies to learn more about initial perceptions of the donation process and benefits of being a reliable partner
- Keeping in touch is important! Donors expressed a desire to know exactly where their product made an impact, and suggested a regular communication, such as a newsletter, would help previous donors feel connected
 - Supporting actions - create press releases and documents for donors for SeaShare to share with external partners

Surveying the industry

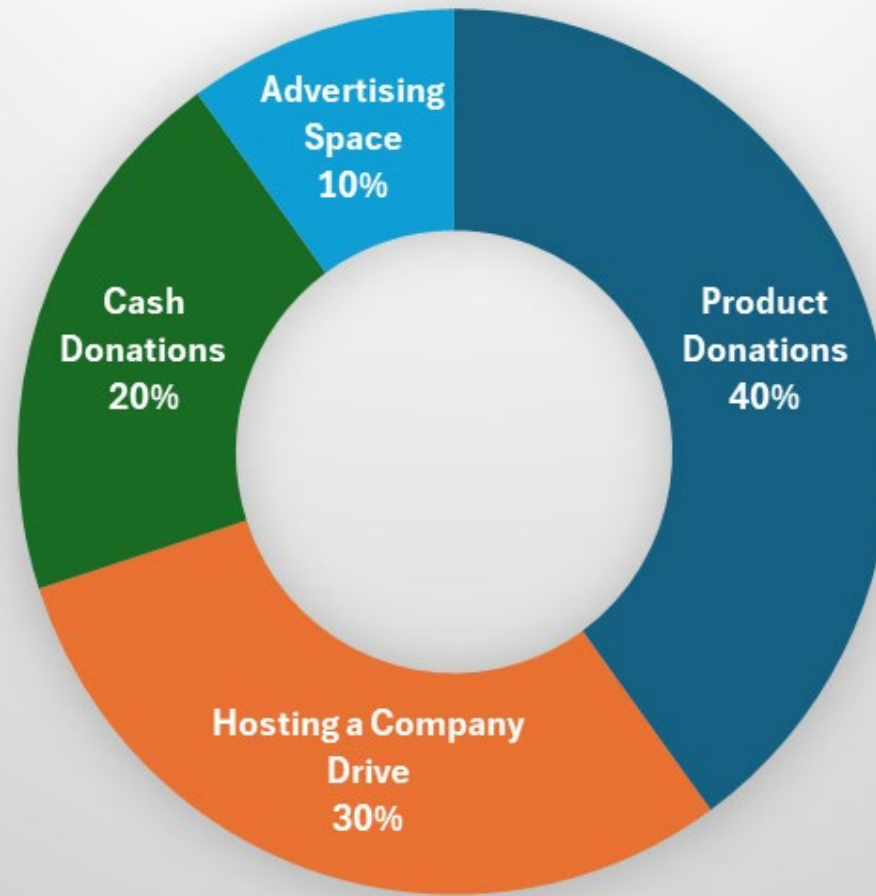
Respondent Profile



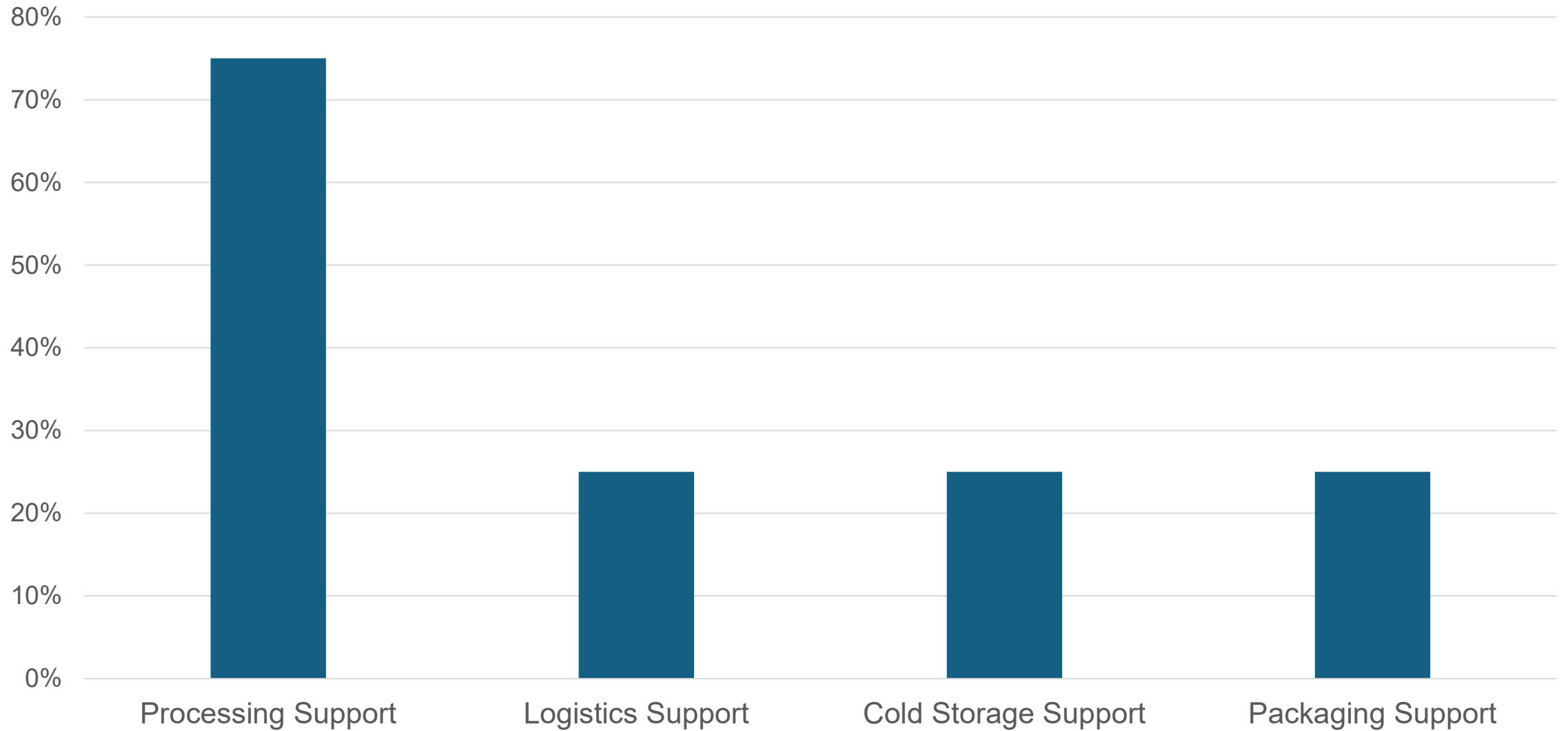
Awareness and Ability to Donate



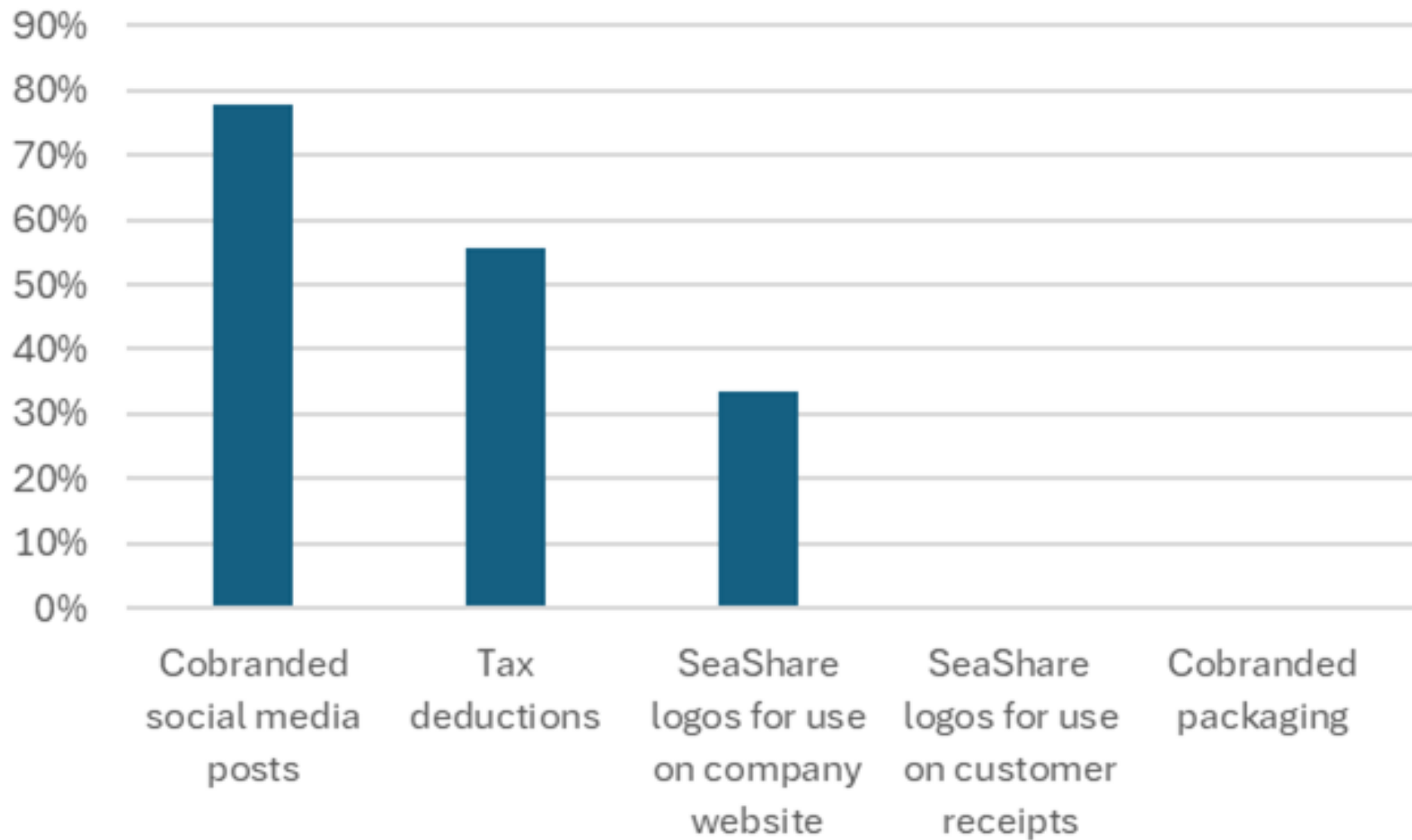
Types of Available Resources



Types of Support Most Valued



Benefits Found Most Attractive



Contacts

- Roles within various companies who are making decisions regarding company donations were considered
 - Executive/Leadership roles
 - Marketing roles
 - Inventory management roles
 - Purchasing roles
- Many leads were collected to be shared with SeaShare directly
- Contacts were also generated as a product of the survey

SeaShare Partner Media Kit

- Graphics created by our own industry marketing experts, designed for donating companies to use
- The kit includes posters, table tents, and window clings for use at food shows and events, social media announcement, and a press release template
- These shareable items promote the donors participation, help partners to feel more connected to the process, and promote SeaShare by sharing additional information about SeaShare and food insecurity

JOIN US
IN THE FIGHT
AGAINST
FOOD
INSECURITY

ASK HOW YOU CAN HELP



www.seashare.org

We're A
PROUD

SEASHARE

partner



You can help too:
www.seashare.org

SeaShare Press & Media Kit

- Graphics created by our own industry marketing experts, designed for SeaShare to use
- The kit includes branding elements, logos, posters, table tents, and window clings for use at food shows and events, press release templates and social media imagery and captions
- Social media posts stretch the breadth of the year including major holidays, seasonal posts, a thank you card for donors, and posts promoting SeaShare's work and contributions
- These items promote the donors participation, and promote SeaShare by sharing additional information about SeaShare and food insecurity, as well as help to keep SeaShare front of mind and remind potential donors that SeaShare is there to help facilitate donations throughout the year

Thank you



**CHERRYSTONE
AQUA-FARMS**

Your donation helped improve nutrition for people served by food banks and feeding centers.

SEASHARE

TRANSFORM LIVES WITH
YOUR DONATION



When we work together, we can significantly improve the lives of people who most need it. Your contribution supports our efforts to give impoverished communities access to vital resources and assistance.

DONATE NOW

Our Contact: 206-942-3609 admin@seashare.org



SEASHARE

As the seasons change the needs of food banks, pantry's and soup kitchens rise.

Please consider a donation to assist our mission

If your company is interested in making a donation of product please reach out to hannah@seashare.org

Seashare.org

Employer Volunteer Incentivize Program

Help SeaShare Help Communities

- SeaShare staff can be more successful with the aid of volunteerism
- Create a “Request for service” form
- Utilize the skills and experience of seafood professionals
- Employers can incentivize their staff to donate time
- Companies can turn this into positive morale and brand image boost
- SeaShare board members to trial program within their companies

SeaShare x NFI Future Leaders

Collaborative Strategies to Fight Hunger

EARLY ENGAGEMENT & CLASS COMPETITIONS

Early Engagement & Donation Contacts

- **Introduce Seashare Early**
Share how donations can be product, monetary, cold storage, ad space, volunteer hours, etc.
- **Identify Donation Leads**
Encourage Future Leaders to create/update a contact list of colleagues who handle donations/CSR.

Class Competitions to Boost Donations

- **Friendly Rivalry**
Motivate each FL cohort to outdo previous classes in donations.
- **Recognition & Camaraderie**
Celebrate these milestones at alumni events.

SOCIAL MEDIA ADVOCACY & ONGOING COLLABORATION

Social Media Advocacy

- **Strategic Posting Windows**
Post after major holidays, end-of-quarter, post-Lent, peak fishing seasons, trade shows, or promotions.
- **Amplify Network**
Use LinkedIn to highlight SeaShare's impact and donation opportunities.

Ongoing collaboration & Project Support

- **Stay Connected**
Keep lines of communication open with SeaShare for real-time needs.
- **Volunteer Assistance**
Step in where SeaShare needs extra hands—design social media assets, create surveys, organize events—to drive hunger-relief efforts further.