

SEASHARE

Developing a Stronger Network

PRESENTED BY NFI Future Leaders Class of 2025



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Developing a Stronger Network

AGENDA

- MISSION
- OBJECTIVE
- RECOMMENDED ACTIVATIONS

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MISSION



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.



Access to quality food is limited

Those struggling with food insecurity face the burden of not only getting enough to eat, but also accessing nutrient-rich foods that promote good health and help reduce risk of chronic disease.



Healthy protein is expensive

Feeding America's Hunger in America Study revealed 79% of households dealing with food insecurity purchased inexpensive, unhealthy food as a coping strategy.




A scarce resource in food banks

Of the 4 billion pounds of food distributed through the Feeding America network less than 2% is nutrient-dense, animal based protein and seafood only makes up a fraction of that.



Omega-3 heart and brain food

Lack of Omega 3 fatty acids contribute to cardiovascular disease, cancer, inflammatory disorders, and mental and emotional problems. Fish is, indeed, a brain food.



A complete protein source

Seafood contains a high-quality protein that includes all of the essential amino acids for human health, making it a complete protein source. a 3 ounce serving provides a third of the recommended daily intake.

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OBJECTIVE



To strengthen **SeaShare's** network by fostering a unified commitment to its mission and promoting deeper collaborative engagement.

- Participation in local and national trade shows to build visibility and industry partnerships.
- Strengthen SeaShare's digital presence and grow its online voice to amplify impact through social media.
- Expand and broaden its ecosystem by bringing more partners into the mission.
- Inspire greater giving and volunteer action to fuel the cause.

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Trade Show Exposure

Leveraging Industry Tradeshows to Expand SeaShare's Impact

SeaShare's tradeshow presence is more than visibility — it's an opportunity to unite the seafood community around a shared purpose.

Goal: Turn industry tradeshows into immersive experiences that educate, engage, and activate attendees.

Approach: Combine storytelling, interactive engagement, and partnership-building to drive measurable awareness and collaboration.

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Trade Show Exposure

Tradeshow Activations to Inspire Engagement

- **The “Share the Sea” Impact Experience**
- **Interactive Impact Counter**
- **Impact Wall**
- **Before & After Story Panels**



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Trade Show Exposure

Tradeshow Activations to Inspire Engagement

Industry Pledge Activation — “Join the Wave”

- Digital Pledge Wall
- Social Amplification
- Visual goal: 100+ industry pledges per event

“Meals in Motion” Showcase

- Dynamic visual display
- Integrate QR codes

MEASURING SUCCESS

- New partner commitments and leads generated
- Website traffic and post-show inquires around donations

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Trade Show Exposure

Potential Trade Shows to Attend



Discuss with organizers to arrange collection of seafood at end of events for the local food bank.

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Growing Impact on Social

Increasing awareness, building trust and credibility, while attracting new partners and driving engagement

SeaShare's key audiences include donors, seafood industry partners, general public, and the food banks and community organizations they support.

CORE PLATFORMS

LinkedIn – Connect with seafood industry leaders, corporate partners, and donors

Instagram – Visual storytelling: food, communities served, impact highlights

Facebook – Broader reach, community updates, donation campaigns

YouTube/Tik Tok – Short explainer videos, “day in the life” of food bank partners

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Growing Impact on Social

Building content that drives engagement

CONTENT PILLARS

- **Mission & Impact**
- **Partnership Highlights**
- **Education & Advocacy**
- **Calls to Action/ Engagement**



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Growing Impact on Social

Measuring Success

MONTHLY TRACKING:

1. Follower growth by platform
2. Engagement rate (likes, comments, shares)
3. Post reach & impressions
4. Click-throughs to website / donation page
5. Donation campaign conversions

QUICK WINS TO START:

1. Launch a “Did You Know?” seafood & hunger relief fact series
2. Share 1–2 impact stories from food banks per month (video preferred)
3. Celebrate every seafood partner donation with a branded “Thank You” post
4. Pick 1–2 National “Awareness Days” each month to tie into

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Expand and Grow Ecosystem

Leveraging technology, lead gen and messaging to reach new partners

Strategic tools and materials will deliver clear, effective resources that advance the SeaShare mission and keep partner participation simple and manageable.

IMPROVING UX FOR PARTNERS

Intuitive online portal

Webinars and roundtables

SUPPORTING COMMUNITY, ADVOCACY AND LEAD GENERATION

Market Mapping

Ambassador Program

PROVIDING CLEAR EDUCATIONAL MATERIALS

Signage Kits for partners

Campaign strategy to promote imperfect seafood donation

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Expand and Grow Ecosystem

Strategy outcome expectations

IMPROVING UX FOR PARTNERS

A refined and efficient process that results in reduced operational burden on SeaShare's limited resources. The outcome is a seamless user experience that builds trust and satisfaction, driving increased donor engagement and more frequent contributions.

SUPPORTING COMMUNITY, ADVOCACY AND LEAD GENERATION

A scalable lead generation framework resulting in stronger relationships across SeaShare's ecosystem. An expanded network of donors and distribution allies, resulting in a measurable increase in participation and long-term support for the mission.

PROVIDING CLEAR EDUCATIONAL MATERIALS

Stakeholders across the ecosystem have a clear understanding of the mission, impact, and processes through accessible and well-designed educational materials. As a result, engagement is strengthened and partners are better equipped to support and advocate for SeaShare's work.

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Inspire Greater Giving

Improve promotions to enhance boosting donations & volunteer participation

Strategic campaigns can drive awareness and continued donations and participation.

CAMPAIGN IDEAS:

FROM SEA TO SOMEONE'S TABLE

Drive both donations and volunteer sign-ups by making the process and impact visible.

CATCH OF COMPASSION

Tie giving directly to fishing seasons and industry pride.

ONE HOUR, ONE HUNDRED MEALS

Recruit and retain volunteers by quantifying their personal impact.

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IN SUMMARY

Advancing SeaShare's mission: Uniting seafood to nourish communities

Guided by SeaShare's mission to unite the seafood industry in nourishing communities through food banks and feeding centers, the NFI Future Leaders Program proudly offers the following recommendations to strengthen this impact.

- Participation in local and national trade shows to build visibility and industry partnerships.
- Strengthen SeaShare's digital presence and grow its online voice to amplify impact through social media.
- Expand and broaden its ecosystem by bringing more partners into the mission.
- Inspire greater giving and volunteer action to fuel the cause.

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THANK YOU

Jason Adams – Americold

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Ben Halpern – Farmers & Fishermen Purveyors

Ashley Hart – Global Seafood Alliance

Nicole Kunin – Marine Stewardship Council

Cara Lutz – Gorton's

Laney Markham – Mark Foods

Lauren Mckelvey – Cooke Aqua

Anika Miller – American Seafoods

Nick O'Donnell – High Liner Foods

Ron Risher – West Pass Seafood

Scott Torch – Blue Sea Products

Debbie Vogasari – Sysco

Michelle Waln – Rich Products Corporation

Becca Williams – Seafood and Gender Equality

Christine Wright – Diversified, Seafood Group

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APPENDIX

SEASHARE SOCIAL STRATEGY

Content Pillars

Build content around four main themes to keep messaging consistent:

- Mission & Impact Stories
 - “Sea to Table” journey: how seafood donations reach families
 - Spotlight stories of families, food banks, fishermen donating
 - Metrics (e.g., “This year, SeaShare distributed X servings of seafood”)
- Partnership Highlights
 - Celebrate seafood companies, distributors, etc.
 - Case studies of impact (“Trident SeaShare distributed 200K meals”)
- Education & Advocacy
 - Why seafood donations matter (nutrition, sustainability, hunger relief)
 - Stats & infographics (“1 in X Americans faces food insecurity”)

SOCIAL CALENDAR

Awareness Hook	Campaign Theme	Linkedin Angle
National Soup Month	“Warm Meals, Warm Hearts” — seafood chowders & soups donated through food banks.	Highlight winter food insecurity stats and partners distributing seafood donations. Share impact numbers and gratitude for cold-weather feeding programs.
National Canned Food Month	“Shelf-Stable Seafood = Year-Round Support”	Share impact of value-added/processed seafood donations, tag suppliers.
National Nutrition Month	“Seafood = Smart Nutrition” — educate on protein & omega-3 benefits.	Publish nutrition data from partners or USDA sources; invite health orgs to collaborate.
World Hunger Day	“Fish for Families” — Show how seafood donations help fight hunger and nourish communities.	Share impact stats and a partner quote. Tag seafood donors and food banks. End with a call to action: “Join us in fighting hunger with seafood.”
National Grilling Month	“Grill & Give” — encourage seafood cookouts for good.	Promote summer donation drives or corporate match programs.
National Seafood Month and Hunger Action Month	“Seafood for Good” — celebrate the intersection of seafood, nutrition & philanthropy.	Announce year-to-date milestones, donor recognitions, and new initiatives.
Hunger & Homelessness Awareness Month	“Give the Gift of Protein” — holiday giving appeal.	Share impact stories from shelters or food bank partners before Thanksgiving.
Season of Giving	“Seafood Shares the Season” — holiday gratitude post.	Post an annual recap and thank-you letter; tag corporate donors and volunteers.

SeaShare Social Media Toolkit

DID YOU KNOW?

\$1 to SeaShare can provide 6 servings of seafood to those in need

Join us in making seafood for all. Link in our bio.

2025 goal:

Provide 8 million



We've officially donated over

SEASHARE FACT BANK

Pull from fact bank to create social posts

- \$1 to SeaShare can provide 6 servings of seafood to those in need
- Protein is only 2% of donations to food banks and seafood is a fraction of that percent
- 1 in 5 children in the US experience hunger- seafood is essential for their growth
- Last year SeaShare provided 6.8 million seafood servings to those in need
- Our 2025 goal is 8 million servings of seafood, we're at 6 million currently
- SeaShare's worked with more than 35 seafood companies to make 130 donations across the US so far in 2025
- This year SeaShare's donated 23 different species including kelp and plant-based seafood items
- Alaska pollock is our most donated item

WE'RE MAKING WAVES



SeaShare Social Media Toolkit

Please Donate

Getting good food to the people who need it most

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Let's work together!

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



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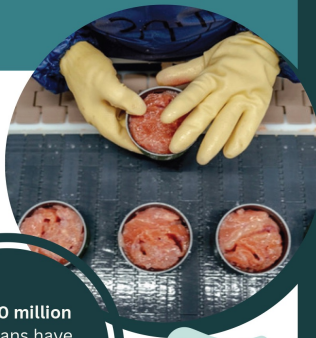
222 Seward Street
Suite 200
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Scan to Get Involved!



Why Your Contribution Matters

Of the 4 billion pounds of food distributed through the Feeding America network less than 2% is nutrient-dense, animal based protein and seafood only makes up a fraction of that.



Over 50 million Americans have limited access to nutrient-dense food

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HOW IT WORKS:



Company A has excess inventory



SeaShare coordinates logistics, cold chain, compliance



Seafood is delivered to food banks nationwide



Families in need receive protein

Items We Accept



SeaShare has donated over 275 million seafood servings to Americans facing food insecurity since 1994

Partnership Benefits

- ✓ Tax deductions
- ✓ Reduce waste in supply chain
- ✓ Expanding seafood consumption

Improve UX By Leveraging Technology Platforms

Goal	Leverage modern technology to enhance and accelerate the flow of communication and coordination between SeaShare and its broader ecosystem of partners. This will establish a more streamlined, transparent, and accurate system for matching donations with the appropriate regions and distribution partners, ensuring timely and effective fulfillment	
Desired Outcome	A refined and efficient process that results in reduced operational burden on SeaShare’s limited resources, while enabling faster and more effective fulfillment of donations. The outcome is a seamless user experience that builds trust and satisfaction, driving increased donor engagement and more frequent contributions	
Tactic 1: Online Portal	Design and implement an intuitive online portal that facilitates seamless connections between donors and SeaShare, streamlining donation processes and enhancing engagement	An online portal dedicated to connecting donors with SeaShare will serve as a centralized platform where potential and existing donors can easily learn about donation opportunities, submit pledges, track their impact, and communicate with SeaShare. The portal should feature user-friendly navigation, clear instructions, and real-time updates to simplify the donation experience and reduce administrative barriers. The platform will also require logic that will help to connect donors with the appropriate recipients based on their needs and facilities – i.e. storage, distribution, etc.
Tactic 2: Webinars & Roundtables	Leverage tech to build community and advocacy through easy connection points such as webinars and roundtables.	Hosting webinars and roundtables provides SeaShare with a dynamic platform to share knowledge, address challenges, and foster dialogue among donors, partners, distribution networks, and other key stakeholders.
Tactic 3: CRM / Digital Tracking Tools	Develop or integrate digital tools that simplify partner onboarding, donation tracking and communication as well as data analytics to ID gaps in the ecosystem and target high-potential areas for growth.	A CRM platform will enable SeaShare to efficiently track interactions with donors, partners, and other stakeholders in one centralized system. This tool will facilitate better communication, personalized engagement, and timely follow-ups, ensuring no opportunity is missed. Digital tracking tools integrated with the CRM can provide real-time visibility into donation flows, partner performance, and operational metrics. This data-driven approach allows SeaShare to optimize resource allocation, identify bottlenecks, and measure impact with greater accuracy.

Community, Advocacy & Lead Generation

Goal

Develop a comprehensive lead generation campaign framework designed to strengthen SeaShare's presence within its ecosystem by identifying, attracting, and engaging potential partners and supporters. This framework should facilitate meaningful connections across the supply chain—from donors to distribution partners—ultimately expanding SeaShare's network, increasing participation, and driving sustained support for its mission.

Desired Outcome

A scalable and effective lead generation framework is in place, resulting in stronger relationships across SeaShare's ecosystem. New and existing partners are actively engaged, the network of donors and distribution allies is expanded, and there is a measurable increase in participation and long-term support for SeaShare's mission.

Tactic 1: Market Mapping

Design and implement a comprehensive market mapping process to systematically identify key stakeholders and players within the ecosystem. This process will prioritize and target the highest-impact opportunities, enabling SeaShare to strategically allocate resources and donations for maximum return on investment (ROI)

By gaining a detailed understanding of the ecosystem's landscape—including donors, distribution partners, and regional influencers—SeaShare can focus efforts on the most promising connections that drive efficient donation fulfillment and growth. This targeted approach will reduce resource waste, increase partnership effectiveness, and enhance the overall impact of donation efforts. Additionally, ongoing market analysis will allow for adaptation to changing conditions, ensuring that SeaShare remains agile and responsive to emerging opportunities

Tactic 2: NFI Network

Leverage the extensive NFI (National Food Institute) network to amplify SeaShare's mission by tapping into established partnerships, distribution channels, and industry expertise

The NFI network offers a unique platform of trusted partners, suppliers, and regional organizations that can significantly enhance SeaShare's reach and operational efficiency. By collaborating with NFI members, SeaShare can access a broader pool of resources, streamline logistics, and benefit from shared best practices.

Tactic 3: Ambassador Program

Develop and launch a SeaShare Ambassador Program to engage passionate advocates who can amplify the organization's mission, increase awareness, and foster stronger community connections.

The SeaShare Ambassador Program will recruit and empower individuals—such as volunteers, partners, donors, and community leaders—who are deeply committed to reducing food waste and supporting food recovery efforts. These ambassadors will serve as trusted voices and local champions, helping to spread SeaShare's message through their personal and professional networks.

Educational Collateral Development

Goal Create a suite of compelling collateral and educational materials that clearly communicate SeaShare’s mission, impact, and operational process. These resources will inform and empower stakeholders across the ecosystem—including donors, partners, and distribution networks—fostering alignment, increasing engagement, and enabling more effective collaboration.

Desired Outcome Stakeholders across the ecosystem have a clear understanding of SeaShare’s mission, impact, and processes through accessible and well-designed educational materials. As a result, engagement is strengthened, collaboration is more efficient, and partners are better equipped to support and advocate for SeaShare’s work.

Tactic 1: Signage Kits Develop comprehensive signage kits for partners to enhance visibility, brand consistency, and donor engagement at all donation and distribution points. Increase top of mind awareness with partners by ensuring signage placement helps support decision-making within organizations.

Standardized signage kits tailored for partner locations ensures SeaShare’s brand and mission are clearly communicated to donors, volunteers, and community members. These kits can include banners, posters, informational flyers, and digital assets that highlight how donations make an impact and guide donors through the contribution process.

Include educational one-pagers and infographics to ease the ability to communicate

Tactic 2: Perfectly Imperfect Campaign Launch a targeted campaign to promote the donation of “perfectly imperfect” fish, raising awareness about reducing food waste and encouraging acceptance of non-standard but high-quality seafood donations.

Leverage the opportunity to place off-spec, but still perfectly acceptable product as a donation rather than partners deep discounting or destroying product that would serve as an acceptable item for donation.

Campaign Concepts to Inspire Greater Giving

Campaign Concept 1: “From the Sea to Someone’s Table”

Goal: Drive both donations and volunteer sign-ups by making the process and impact visible.

How it Works:

- Create a short-form video series (30–60 seconds each) showing the journey of donated seafood — fisherman → processing → food bank → meal being served.
- Pair each video with a donation call-to-action: “\$10 helps deliver 40 servings of seafood. Be part of the journey.”
- Push on social channels, at trade shows, and through partner newsletters.
- Feature rotating “Impact of the Week” stats (e.g., “This week, SeaShare delivered 23,000 meals thanks to volunteers like you.”)

Why It Works: Puts a face and a meal to the mission, building emotional urgency and transparency.

Campaign Concepts to Inspire Greater Giving

Campaign Concept 2: “Catch of Compassion”

Goal: Tie giving directly to fishing seasons and industry pride.

How it Works:

- Launch seasonal drives matching major fishing seasons (e.g., halibut, wild Alaska salmon).
- Partner with seafood processors & retailers to promote: “For every pound of halibut caught this season, help us share a meal with those in need.”
- Offer industry partners a branded “Catch of Compassion” badge for websites, email signatures, and product packaging.
- Include a leaderboard of top donating companies/crews on SeaShare’s website to create friendly competition.

Why It Works: Leverages natural peaks in industry activity, strengthens partner pride and aligns donations with real-time harvests.

Campaign Concepts to Inspire Greater Giving

Campaign Concept 3: “One Hour, One Hundred Meals”

Goal: Recruit and retain volunteers by quantifying their personal impact.

How it Works:

- Emphasize that just one hour of volunteering helps move ~100 seafood servings into the hunger relief network.
- Host quarterly Pack & Give Days where volunteers can sign up for shifts and immediately see the product going out.
- Give volunteers shareable “I Fed 100 People Today” badges for their social media.
- Encourage corporate volunteer groups by offering custom thank-you reels featuring their team in action.

Why It Works: Specific, measurable impact motivates people to act — and to share their involvement with others, driving word-of-mouth recruitment.