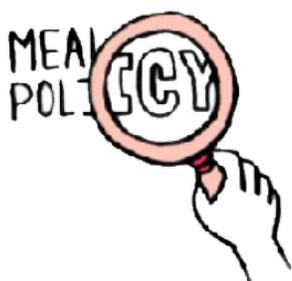


Preparing for Rejection

We've prepared some of the most common concerns voiced by the university along with ways to address them. You know your campus best so let these inspire even better and more relevant solutions.



PROBLEM “Our budget can’t support this, we expect students to have remaining Swipes.”

SOLUTION: This is the most popular excuse. This is a valid concern; campuses create their budgets expecting a certain number of meals to not be cashed in. We’ve outlined a few ways to address this below.

Propose a Conversion Rate: Although a meal may cost \$9, you can ask dining for a percentage of this, 30-75% is about average. This allots enough funding to account for their expected revenue and still leaves you with a decent amount of food.

Cap the Collection: The most important question you can ask is “How much would you be able to give?” This will help identify what their “cushion” (extra reserve of money) is and allow you to operate. This might mean capping how much each student can give or the campus as a whole.

PROBLEM “It looks poorly on the university to be allocating funds to outside organizations in a time of campus wide tuition increases.”

SOLUTION Keep the funds on campus.

Donate to Food Insecure Students. Propose the idea of donating the food to an on campus food closet. This way the food is going back to supporting fellow students. Throw out terms like “Bruins helping Bruins” or “Trojans helping Trojans.” This also brings attention to the homeless and hunger issue that is on most campuses, bringing positive press for the University.

Supporting an on-campus student group who already does volunteer work or food distribution. If a group is organizing a trip to a homeless shelter, visiting an underprivileged youth group or already has a partnership with a non-profit then present the possibility of supporting that student group’s mission by allocating the collected food to them. Make sure it is clear the effort will remain a partnership between Swipe Out Hunger and Dining services.

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PROBLEM “This new program will require too much of our staff time.

SOLUTION: Only host one or two Swipes drives a year and only move the funds at the end of the week, not daily.

Big Picture: Be understanding of this concern but bring the conversation back to the larger picture. Highlight how the investment of just a few hours will support the community.

Technology: Another option is to propose moving the donation process online. On some campuses, students are able to reload and track their meals on their student account. Request dining to add an additional button that allows students to donate their Swipes. This is also a chance to team up with your schools computer science or computer programming department to help with adding the button to the site. Additionally, if university students all use a common mobile app, there may be room for integration there.

PROBLEM “ How will you protect the student’s identity?

SOLUTION: Only your team collects students information and only the university will have access to any account information.

You can promise to drop off the information collected at their office at the close of each day’s drive. Let them know that only members of your group, who are carefully selected, will have access to the forms. If they are concerned of students using someone else’s information.

PROBLEM: Where are these funds going?

SOLUTION: Make sure you know information about the organization you want to support. For example, what do they do and how would the donation be spent. The non-profit should be a reputable organization and if possible, near campus to allow students to volunteer. We suggest teaming up with food banks as they distribute to shelters and pantries citywide.