

The Souper Bowl Project

The Souper Bowl Project coordinates with the Souper Bowl of Caring to help raise funds for hunger relief organizations across the country.

The Souper Bowl of Caring is a group of young individuals working together around the country to help fight hunger around the time of the Super Bowl, by asking people to donate just \$1 of what they would spend on a Super Bowl Party.

How to Begin:

1. Have your organization register on Souper Bowl of Caring's website <https://souperbowl.org/>
2. On their website you can download and customize free promotional materials, to help spread awareness of your Souper Bowl Project.
3. Collect money or canned goods before or on Super Bowl Sunday.
4. The Souper Bowl of Caring asks for you to report how much you received in donation, so they can compile the results for their own records.
5. Finally, you can donate everything you received to the charity of your choice

Tips:

- Publicize beforehand about when, where, and why you will be collecting in advance
- Be creative and collect the money in a large soup pot
- Wear your favorite teams jersey to invoke conversation
- Host a soup lunch or chili cook-off
- Encourage competitions between different age groups, neighborhoods, or even by gender
- “Canstruciton”:
 - Canstruction is when you make sculptures of the cans donated.
 - You can have it be a contest, where people bring their own cans, construct a sculpture and then at the end, all cans will be donated, and whomever built the best sculpture will receive a Souper Bowl trophy that you can make.
 - Get local teachers or corporations to help judge the “canstruction” contest