

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE



AMBASSADOR'S TOOLKIT

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THANKS FOR BECOMING A #GIVEHEALTHY AMBASSADOR!

We want to solve a big problem and we're so glad you are going to help!

Donating food to food drives is one of the most popular forms of giving in the United States. People make billions of donations to food drives each year to supply 60,000 plus hunger organizations with food to help more than 42 million Americans struggling with food insecurity. However, a lot of those donations are non-perishable food items—often in the form of highly processed canned goods. People facing food insecurity also struggle with high rates of diet related health issues due to a lack of access to healthy food. **What they really need are fresh fruits, fresh vegetables and other kinds of healthy food.**

What is your role as #GiveHealthy Ambassador?

Pretty simple. Engage your community so that they learn about #GiveHealthy. We know from experience that when people and organizations find out about the #GiveHealthy movement they want to be part of it.

This toolkit provides you with the ideas and tools you'll need to get your community to rally around #GiveHealthy and the three phases of the campaign:

Mar/April 2017 – Get Involved!

May 2017 – Donate!

June/July – Gets Delivered!

We'll also send you special #GiveHealthy updates from time to time to share with your community!

What are the #GiveHealthy Ambassador perks?

We also want you to enjoy the benefits of being a #GiveHealthy Ambassador. Besides knowing that you are contributing to a movement addressing one of the country's most significant social issues, here are some other benefits of being part of something big!

- You'll be designated as an official #GiveHealthy Ambassador.

- Your name will be listed on the #GiveHealthy website. Featured Ambassador's information will include an image and brief description
- Use the Ambassador specific #GiveHealthy press releases.
- Ambassadors will be identified in the digital marketing campaign.
- Right to use #GiveHealthy Ambassador marks and logos.
- Association with well recognized Founding Partners and many other #GiveHealthy Partners and Ambassadors

So. What's Next?

Connect with #GiveHealthy and we'll connect with you!

FB - Facebook.com/GiveHealthyNow
 Twitter – @GiveHealthy
 Instagram - @GiveHealthy

Get going with #GiveHealthy by reaching out to your community using the resources below developed for each of the three phases of The Great American Healthy Food Drive. Use the #GiveHealthy hashtag for more impact!

- #GiveHealthy Facts
- #GiveHealthy Mega Messages
- Sample Outreach Emails
- Press Release Templates
- #GiveHealthy Team Contact Information

The Facts

These facts can be used when reaching out to your community. Allow these facts about our campaign help guide you on how to spread the message about #GiveHealthy.

Facts about Food Insecurity:

- 42 million Americans are food insecure, including 1 out of every 4 children
- 36% of Americans are Obese – a 3X increase since 1960
- 29 Million Americans suffer from Type 2 diabetes – an 8X increase since 1960

Facts about the #GiveHealthy Movement

What?	A movement to change the most common form of giving in America
Who?	Founding National Partners - FoodTank, Ashley Koff Approved, Wholesome Wave, WhyHunger, Amp Your Good
Where?	Everywhere in the US
When?	Launched May 2017 and will keep going until everyone donates healthy food!
Why?	Because hunger is a health issue

For more facts, check out the [#GiveHealthy Resource](#) page

MEGA MESSAGES

Use these “mega messages” when reaching out to your community via social media and become a spokesperson for the wider #GiveHealthy movement:

Get Involved!

- Thrilled to be a #GiveHealthy Ambassador! Hope you will join us at www.givehealthy.org to get healthy food to people facing hunger.
- Honored to be an Ambassador of the #GiveHealthy movement. Join us at www.givehealthy.org and change the fight against hunger!
- Join the #GiveHealthy movement. We did! Excited to be an Ambassador to change how we fight hunger!
- As a #GiveHealthy Ambassador, we're working hard to spread the word that hunger is a health issue! Join us! www.givehealthy.org
- #GiveHealthy is designed to raise awareness that HUNGER IS A HEALTH ISSUE, so when we give food, give healthy.
- #GiveHealthy provides the opportunity for people everywhere to make an impact towards hunger in a healthy way.
- One in seven people in the US is food insecure, #GiveHealthy to change this and their health outcomes.

Donate!

- It's #GiveHealthy time! Donate fresh fruits and vegetables to your favorite hunger organization today! So easy!!

- For the first time, you can donate #fruits #vegetables and other #healthy food to fight hunger! Time to #GiveHealthy
- #GiveHealthy now! Visit www.givehealthy.org and donate fresh fruits and vegetables to your favorite hunger organization!
- It's now possible to donate! Visit www.givehealthy.org to donate and more!
- Only (blank) days left to #GiveHealthy! Visit www.givehealthy.org and donate fruits and veggies to your favorite hunger organization
- Checkout #GiveHealthy! Now you can donate #apples #carrots and other #healthy food to your favorite hunger organization

Gets Delivered!

- Our community came together to make (# of donations) of healthy food and now it is out for delivery to the hunger organizations
- The #GiveHealthy campaign has successfully raised awareness of hunger as a health issue and now our fresh food is being delivered to those in need

SAMPLE OUTREACH EMAILS

Use the following emails for your #GiveHealthy outreach. These can be sent to everyone in your community to get them involved in #GiveHealthy.

Feel free to copy, paste, or adjust as you see fit for you or your organization.

Get Involved!

Subject Line: Join the #GiveHealthy Movement! I Did!

Dear _____,

We/I wanted to share some information about #GiveHealthy, a movement designed to change the most common form of giving in the US – donating food to support people who are food insecure. People facing hunger also struggle with high rates of diet related health issues due to a lack of access to healthy food. #GiveHealthy is designed to raise healthy food for hunger organizations across the US and to heighten public awareness that hunger is a health issue.

I've/We've become a #GiveHealthy Ambassador because I'm/we're passionate about the connection between diet and health and know how important it is to provide healthy food to those who lack access to it. I'm hoping you would consider joining the

#GiveHealthy movement, too. You can check it out at www.givehealthy.org

It's easy to Get Involved. You can help spread the word as an Ambassador (like me/us), sponsor your own #GiveHealthy food drive to support the hunger organization of your choice or become a #GiveHealthy partner to help give the drive a real boost. If you're a hunger organization, you can qualify for healthy food donations at no cost and get organizations that support you to do even more.

Join us and Founding Partners WholesomeWave, FoodTank, WhyHunger, Ashley Koff Approved, Amp Your Good as well as many other terrific people and organizations and become part of the #GiveHealthy movement. Let's get people facing hunger the kind of food they really need - healthy food!

Best,

Donate!

Subject Line: It's #GiveHealthy Time! Donate Healthy Food Right Now!

Dear _____,

Helping someone with a healthy food donation is [just a click away!](#)

We/I wanted to share that people can donate fresh fruits, fresh vegetables and other healthy food items to hunger organizations across the US. Donations can be made at www.givehealthy.org anytime during the month of May. Healthy food donations will be delivered to hunger organizations in June and July to support them during the summer months, a time when most hunger organizations see a drop in donations.

[#GiveHealthy](#) is designed to solve a big problem, and we can be part of the solution!

I've/We've become a #GiveHealthy Ambassador because I'm/we're passionate about the connection between diet and health and know how important it is to provide healthy food to those who lack access to it. The problem is, traditional food drives are limited to non-perishable donations, often highly processed, nutrient deficient food. The 42 Million+ people struggling with food insecurity also face high rates of diet related health issues – things like obesity, diabetes, cancer – due to a lack of access to healthy food. A lot of food that gets donated actually worsens these health conditions. What are needed are healthy food donations. That's where we step in! As an ambassador for #GiveHealthy I am reaching out to you to donate healthier foods to help make a positive impact on our nation's health.

Thanks!

Gets Delivered!

Subject Line: We did it! It's #GiveHealthy Gets Delivered Time!

Dear _____,

We/I wanted to share that healthy food raised by #GiveHealthy is getting delivered to hunger organizations across the United States. They can look forward to deliveries of fresh fruits, fresh vegetables and other healthy foods in the weeks to come. Thanks to your help we made a difference.

Stay tuned for more #GiveHealthy – the best is yet to come!

SAMPLE PRESS RELEASE TEMPLATES

Get Involved!

Press Release, date

(Ambassador Name) Joins #GiveHealthy as an Ambassador

A Movement to Change the most popular form of giving in the US
Because Hunger as a Health Issue

#GiveHealthy is designed to solve a big problem.

Donating food to food drives is one of the most popular forms of giving in the US. More people donate food than watch the Super Bowl each year. It's great that so many people want to help by donating food.

However, traditional food drives are limited to non-perishable food donations, often highly processed, nutrient deficient food. The 42 Million+ people struggling with food insecurity also face high rates of diet related health issues – things like obesity, diabetes, cancer – due to a lack of access to healthy food.

#GiveHealthy provides an easy way for people to donate fresh fruits, fresh vegetables and other healthy food so that people struggling with hunger get the kind of food they really need. It's also designed to heighten public awareness that hunger is a health issue and to get people thinking differently about what a food drive can do.

(Insert personalized comment about why _____ joined the #GiveHealthy movement)

#GiveHealthy is made possible, in part, by a new food drive model based upon technology and supply chain management developed by Amp Your Good. Instead of donating food by bringing canned goods to a collection box, people select food to donate from a list of curated healthy food items based upon data supplied by hunger organizations. They purchase these food items via a standard e-commerce checkout process and the food is delivered directly to the hunger organizations once the drive is over.

#GiveHealthy was developed by a group of organizations working toward getting

healthier food to those who lack access to it. These Founding Partners include Wholesome Wave, WhyHunger, Foodtank, Ashley Koff Approved and Amp Your Good. National Partners include No Kid Hungry, Cancer Schmancer and The Center for Science in the Public Interest.

#GiveHealthy is guided by an Advisory Board well versed in the issues affecting hunger – food system, nutrition, health, food policy and food access.

Visit www.givehealthy.org for more info.

#GIVEHEALTHY TEAM CONTACT INFORMATION

The #GiveHealthy Team
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