

**#GIVEHEALTHY™**  
THE GREAT AMERICAN HEALTHY FOOD DRIVE

COMMUNICATIONS TOOLKIT  
March 8, 2017

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## THANKS FOR JOINING #GIVEHEALTHY!

We are so glad to have you involved.

In January 2017, Wholesome Wave, Food Tank, WhyHunger, Ashley Koff Approved and many others joined forces to organize #GiveHealthy, a movement to change the most popular form of giving in the US – donating food to support those struggling with food insecurity. We launched #GiveHealthy in early March 2017 and announced its first campaign – The Great American Healthy Food Drive.

Anyone, anywhere, can get involved in #GiveHealthy and give back in a way that is meaningful to them.

### What sets us apart?

We want to solve a big problem.

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.

#GiveHealthy has a goal to change the way we give and the Great American Healthy Food Drive is the first step. It is a drive that enables donations of healthy food so those who are food insecure receive the types of foods that are good for their bodies. #GiveHealthy is also designed to raise awareness that HUNGER IS A HEALTH ISSUE, so that when people think about supporting hunger, they do it with healthy food.

### What is your role?

You are the most important part of making this movement a reality. We have put together this toolkit to provide you with all the resources you need to get started, including:

- #GiveHealthy Mega Messages

- Ideas to Get Involved
- Sample Outreach Email
- Campaign Timeline
- Press Release Template
- #GiveHealthy Team Contact Information

## MEGA MESSAGES

Use these “mega messages” when talking to press, your staff, community leaders, donors, or volunteers, and become a spokesperson for the wider #GiveHealthy movement:

- #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.
- #GiveHealthy is about coming together to give back in a healthy sustainable manner.
- A consistent and healthy variety of food is needed, #GiveHealthy provides us with the opportunity to give what is needed.
- One in seven people in the US is food insecure, #GiveHealthy to change this and their health outcomes.

## IDEAS TO GET INVOLVED

Below are some examples of ways your organization can #GiveHealthy!

### LEARN HOW IT WORKS & PASS IT ALONG

- Donate healthy food anytime in May.
- Select the city/area, hunger organization, or group you want to support.
- Pick out and purchase the healthy food you want to donate.
- Your food donation will be delivered to the hunger organization after #GiveHealthy is over.
- You’ll receive an email confirming the delivery of your donation.

### VOLUNTEER

- Volunteer your time to work on the campaign and help promote #GiveHealthy
- Any time that you have can help make a difference!

- Whether you are an ambassador or a partner every little bit of involvement helps.
- Even just sharing our message and volunteering your voice to the campaign makes an impact.

## **COLLABORATE**

- Work with people in your community to raise awareness for the campaign #GiveHealthy
- Get your family and loved ones involved in the food drive, spread the word as a group
- Create a group at work of people who are interested in making a difference and start raising awareness and involvement for #GiveHealthy

## **GET SOCIAL**

- Activate your social media constituency (or open a new social media account) to talk about #GiveHealthy.
- Celebrate your involvement or others involvement on social media.
- Email your community to educate them about #GiveHealthy and invite them to give.
- Create a #GiveHealthy video with your family, community, or staff. Share on YouTube, Facebook, Instagram, and other forms of social media using the hashtag #GiveHealthy.
- Brand your personal and organizational social media accounts with #GiveHealthy graphics and be an ambassador for the movement.
- Partner with organizations or sponsors to do a social media campaign, where a certain amount of healthy food is donated per re-tweet, like, or post. (Think an apple for every re-tweet!)

## **GIVE MORE**

#GiveHealthy is much more than one food drive. Pledge to continue the movement, for instance, you can donate healthy foods to a certain hunger organization every month.

And get ready for future #GiveHealthy drives later on in 2017 and beyond.

## **SOCIAL MEDIA TIPS**

Social media is key to making sure that the #GiveHealthy message grows

and reaches new audiences. It's also one of the best ways to celebrate the healthy food movement and to share your organization's story, mission, and values.

**Remember to use the hashtag #GiveHealthy on social media when talking about your involvement.**

We want to hear your story and for your followers and network to join the conversation. You can also tag us @GiveHealthy, find us on Facebook, Instagram or Twitter and we will retweet or share your message.

Please refer to our Social Media Toolkit for more tips and ideas.

**SAMPLE OUTREACH EMAIL**

The following email offers ideas and language you can use as a part of your outreach for #GiveHealthy. This can be sent to Board members, staff, donors, and community partners to get them involved in your campaign.

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

Subject Line: #GiveHealthy: The Great American Healthy Food Drive

Dear \_\_\_\_\_,

We/I wanted to share some information about #GiveHealthy: The Great American Healthy Food Drive. It's the first national food drive that enables people to donate fresh fruits, fresh vegetables and other healthy food. 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.

It's easy to get involved. You can help spread the word as an Ambassador, 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 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,

\_\_\_\_\_

## SAMPLE PRESS RELEASE TEMPLATE

Press Release, March \_ 2017

### **#GiveHealthy: The Great American Healthy Food Drive** A Movement to Change the most popular form of giving in the US Highlights Hunger as a Health Issue

#GiveHealthy is a national food drive 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.

#GiveHealthy starts in March with a two month build up period during which groups can join the campaign as a partner, an ambassador or to sponsor their own #GiveHealthy food drive. Hunger organizations can join the campaign as well. The donation phase of the campaign will begin with a kickoff event at the Broccoli City Festival in Washington, D.C. on May 5, 2017 and run for the entire month of May. Healthy food deliveries will be made in June and July to hunger organizations across the country.

#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 on the needs of the hunger organizations. Food items are purchased using a standard e-commerce 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](http://www.givehealthy.org) for more info.

## **CAMPAIGN TIMELINE**

Get Involved (Mar/April)

Donate (May)

Delivery (June/July)

## **#GIVEHEALTHY TEAM CONTACT INFORMATION**

The #GiveHealthy Team

[info@givehealthy.org](mailto:info@givehealthy.org)

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