

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE



HUNGER-RELIEF
ORGANIZATION
TOOLKIT



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Need Help? Have a question?
Contact the #GiveHealthy Team!

TheTeam@givehealthy.org



Welcome to the #GiveHealthy Movement!

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-Relief 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.

We know you know that and we know that's why you are working hard to increase the nutritional quality of the food your organization distributes.

#GiveHealthy wants to help. And we will! We've developed this toolkit so that your organization can take full advantage of the #GiveHealthy movement.

What's your role as a #GiveHealthy organization?

Pretty simple. First, encourage the groups that support you with food drives to conduct #GiveHealthy food drives. Second, leverage the #GiveHealthy movement to help promote your messaging about your emphasis on nutritious foods and improved diet quality.

Why should your organization join the #GiveHealthy Movement?

- Increase sourcing of healthy food from food drives
- Supplement current food supply with hard to source healthy food items
- Promote your emphasis on nutritious foods and improved diet quality
- Save time and capacity with a sort-free, you-choose-delivery model
- Get to know who is donating food to support you



See the **#GiveHealthy Neighbor to Neighbor Case Study** - it describes what happens when groups start supporting your organization with #GiveHealthy drives.

How to get started

First, review the **#GiveHealthy Hunger-Relief Organization Infographic** for a general overview. Next, follow these steps:

Step 1 - Register to Set Up Your #GiveHealthy Account by filling out the Hunger-Relief Organization Sign Up Form at www.givehealthy.org

Step 2 - You will receive a Welcome Email with a link to a registration form. Complete the registration form.

Step 3 - You will receive a Registration Confirmation email with a link to the Our Healthy Foods form. Complete the Our Healthy Foods form by indicating what food items you want people to donate to you.

Step 4 - You will receive an email with your account log in credentials (username and password). Log into your account and verify the setup information.

Step 5 - You will receive an email with a link to your #GiveHealthy Food Drive Template that displays your organization's logo and message. Review it for accuracy.

Step 6 - Familiarize your organization with the #GiveHealthy Account tools

- Drive Dashboard - overview of food drive activity
- Drive Reports - a report for each drive, after it ends, summarizing the food raised
- Donor reports - a list of donors for each drive

Any questions along the way, reach out to TheTeam@GiveHealthy.org

Once you've completed these steps, your organization is all set up and ready to go. Here's what's next!



Rally your support groups

#GiveHealthy is designed to make it easy for groups to conduct food drives so that people can donate the healthy food items you are looking for. #GiveHealthy also makes it easy for you to share information with groups that support you so they can decide to sponsor a #GiveHealthy Drive.

We've prepared a **Toolkit specifically for Food Drive Coordinators** - those members of your staff who interact with groups that want to support your organization with food drives. It's a complete package designed to make it simple for your staff to encourage groups to support you with #GiveHealthy food drives.

Make sure these groups use the **Food Drive Organizers Toolkit** to help ensure their drive's success.

Incorporate #GiveHealthy into your communication strategy

Step 1

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

FB - Facebook.com/GiveHealthyNow

Twitter - @GiveHealthy

Instagram - @GiveHealthy

Be sure to use the #GiveHealthy hashtag for more impact!

Step 2

Add #GiveHealthy info to your website in the section that covers food drives. Contact TheTeam@GiveHealthy.org for assistance with that.

Step 3

Announce Your Participation in the #GiveHealthy Movement



By Email - sample email below:

We've Joined the #GiveHealthy Movement - you can to!



 Inbox x



Patrick O'Neill

10:27 AM (0 minutes ago) ☆



to me ▾

Dear Patrick,

We're excited to let you know that we've joined the #GiveHealthy Movement, designed so that groups can conduct food drives that enable people to donate fresh fruits, fresh vegetables and other healthy food. It's also focused on increasing public awareness that hunger is a health issue. It's goal is to ensure that when people donate food to support people facing hunger, they donate healthy food.

We've joined the #GiveHealthy Movement because we're passionate about the connection between diet and health and we know how important it is to provide healthy food to those who lack access to it. We're 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, sponsor a #GiveHealthy food drive to support us or donate healthy food.

Join us and some of the organizations leading the way in the fight against hunger with their focus on healthy food, including Share Our Strength, Wholesome Wave, WhyHunger Ashley Koff Approved, Amp Your Good and many other terrific people and organizations. Let's work together to get people facing hunger the kind of food they really need - healthy food!

Best regards,

Michelle Smith
Executive Director
ABC Food Bank



By Press Release - sample below

For Immediate Release

Date: XX/XX/17

For More Info:

Name

Organization

Email

Phone

www.givehealthy.org

() Joins the #GiveHealthy Movement Changing the most popular form of giving in the US Highlights Hunger as a Health Issue

() has joined #GiveHealthy, a movement 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, a great display of the public's interest in supporting one of our most pressing social issues - hunger.

However, 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's needed are healthy food donations.

#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 about the kind of food they should donate.

Sample Quote: "We're thrilled to be part of #GiveHealthy," said (). "We are actively seeking to increase the quality of the food we source from food drives and elsewhere because hunger is a health issue. We hope to receive lots of health food donations and to



heighten the awareness in our community that hunger really is a health issue.”

#GiveHealthy is made possible, in part, by a new food drive system 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 curated list of healthy food items based upon data supplied by Hunger-Relief Organizations. Donors purchase these food items online via a standard e-commerce checkout process and the food is delivered directly to the Hunger-Relief Organizations once the drive is over.

#GiveHealthy was developed by a group of organizations working towards 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 The Center for Science in the Public Interest, The Food Trust, Change Food and many others. The campaign also has a set of notable Health, Education, Hunger and Media partners.

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

People love to donate food to support those facing hunger. It's an elemental and universal way of giving. #GiveHealthy is a movement to change this most popular form of giving so that people donate the kind of food that will have the most positive impact - healthy food.

Those who are interested in joining the #GiveHealthy movement can visit www.givehealthy.org for more information.

(Standard Organization Boiler Plate Information)

#GIVEHEALTHY™

BECAUSE HUNGER IS A HEALTH ISSUE



By Social Media Messages

Use these tweets and posts:

Thrilled to be part of #GiveHealthy! Hope you will join us at www.givehealthy.org to get healthy food to people facing hunger!

We joined the #GiveHealthy Movement, join us at givehealthy.org!

Join the #GiveHealthy movement. We did! Excited to increase focus on #hungerasahealthissue! Visit givehealthy.org for more info!

As a #GiveHealthy Hunger-Relief Organization, we're working hard to spread the word that hunger is a health issue! Join us!

#GiveHealthy is designed to raise awareness that HUNGER is a HEALTH ISSUE, so when people donate food, they donate #healthy food.

**Don't forget to use #GiveHealthy images from the library
on the #G Hunger-Relief Organization page (near the bottom)**