

2019 Giving Tuesday Partner Toolkit

Midwest Food Bank

This toolkit is designed for all companies & organizations committed to supporting Midwest Food Bank's 2019 Giving Tuesday goal to sponsor One Million Meals of [Tender Mercies](#).

This toolkit includes:

- Email templates for employees & external audiences
- Social media templates
- Press release template
- Website content
- Creative ideas for employee engagement
- FAQ

Use this content as it best suits your needs. It is expected that not all content will be relevant for all organizations.

For questions about this toolkit or details of the 2019 Giving Tuesday campaign, contact Jada Hoerr – jhoerr@midwestfoodbank.org

Email templates for employees & external audiences

The following templates are designed to guide and support your communications. Feel free to edit and adapt as appropriate for your organization.

Email 1

#GivingTuesday is a global day of giving back. On December 3rd, the Tuesday following Thanksgiving, people from around the world will generously contribute time and dollars to nonprofits.

<Insert Organization Name> is partnering with Midwest Food Bank on Giving Tuesday to sponsor Tender Mercies, a nutritious, low cost meal. We believe in their goal to raise funds to sponsor **One Million Meals** for those in need. At a cost of 15¢ per meal, Midwest Food Bank is raising \$150,000 to reach the goal. Midwest Food Bank will distribute the One Million Meals to their 1,700+ partner agencies across the US and internationally. This high protein meal will provide a nutritious meal for the food insecure in our community and beyond.

To learn more about the campaign with Midwest Food Bank and <Insert Organization Name> sponsorship, visit midwestfoodbank.org/givingtuesday. You will find opportunities to engage in the campaign including volunteering details.

Email 2

At <Insert Organization Name> we celebrate generosity. Generosity comes in all forms. Everyone has something to give. You can contribute monetary donations, volunteer time or expertise, or perform simple acts of kindness.

We are proud sponsor of Midwest Food Bank's 2019 Giving Tuesday Campaign. Giving Tuesday is a global day of giving back. On the Tuesday after Thanksgiving, people from around the world contribute time and money to nonprofits. We are giving back to Midwest Food Bank on December 3, 2019.

Visit midwestfoodbank.org/givingtuesday to learn more about the campaign providing One Million Meals to those in need.

Email 3

Giving Tuesday is here! During the next 24 hours, people around the world will come together to celebrate generosity and make an impact. <Insert Organization Name> is partnering with Midwest Food Bank as a matching gift sponsor. We donated \$XXX toward their campaign to provide One Million Meals to people in need.

To learn more about Giving Tuesday, Midwest Food Bank and how you can engage in the campaign, visit Midwestfoodbank.org/givingtuesday

Social Media Template

The following templates are designed to guide and support your communications. Feel free to edit and adapt as appropriate for your organization.

[Facebook Frame](#)

Facebook post:

Join us in the celebration of #GivingTuesday. We at <Insert Organization Name> are supporting Midwest Food Bank. We applaud Midwest Food Bank's goal of providing **One Million Meals** of Tender Mercies to those in need.

Learn more and donate here: www.midwestfoodbank.org/givingtuesday

Facebook post Image (Create a Hyperlink here to a picture that could be posted on Facebook)

Instagram post:

We are proud partners of @midwestfoodbank today on Giving Tuesday. We believe in their mission to alleviate hunger and malnutrition. #midwestfoodbank #givingtuesday #givingfoodday #tendermercies

Instagram post image: Include a picture with Midwest Food Bank's [#UNselfie Template](#)

Press Release Template

Review press release with Jada Hoerr, jhoerr@midwestfoodbank.org prior to releasing.

Title: <Insert organization name> supports MIDWEST FOOD BANK Giving Tuesday Campaign

Date: xxx, 2019

Location: City, State

<Insert organization name> donated \$xxxx to the Midwest Food Bank. The funds will be applied to Midwest Food Bank's matching gift sponsorship for Tender Mercies, which is an essential component of the organization's programs. The funds support Midwest Food Bank's Giving Tuesday campaign raising support for One Million Meals of Tender Mercies.

"<Insert organization name> is a valued partner in our efforts to help those in need," said Jada Hoerr, Development & Relations Director of Midwest Food Bank. "We are honored to work with them for this year's Giving Tuesday efforts."

<Insert quote from organization leader. Include details of the contribution and volunteer support>

Midwest Food Bank has 10 locations in the United States, Africa and Haiti. Their mission is to alleviate hunger by gathering and distributing food donations to not-for-profits and disaster sites at no cost to the recipients. Thanks to sponsorships, the Midwest Food Bank distributed 6.5 million tender mercies meals last year.

Contact:

<Insert organization Contact>

Jada Hoerr, Midwest Food Bank

309-370-0171

[Jhoerr@midwestfoodbank.org](mailto:jhoerr@midwestfoodbank.org)

Website Content

Contact Phil Hodel, phodel@midwestfoodbank.org if you need additional images or logos for your webpage.

Blocks of Text:

The first Tuesday after Thanksgiving comes after a long weekend of consuming. Black Friday, Small Business Saturday, and Cyber Monday offer us an opportunity to bless our loved ones with gifts. Giving Tuesday presents a palate-cleansing time to think of those in need.

This year, <Insert organization name> is partnering with Midwest Food Bank's Tender Mercies meal program. The goal is to provide **One Million Meals** to hungry people. Together, we can do this. Learn how you can contribute at midwestfoodbank.org

Share the fun with your friends and family!

We have a few tools to help you spread the word on social media. [Click here](#) to learn how to place a MFB frame on your Facebook profile photo. Take an "UNselfie," a photo of a charitable act with our [UNselfie page](#). On your posts, use these hashtags: #GivingTuesday, #GivingFoodDay, and #MidwestFoodBank.

Key links:

Campaign page: Midwestfoodbank.org/givingtuesday

Tender Mercies: <https://midwestfoodbank.org/services/tender-mercies-program>

UNSelfie template: https://midwestfoodbank.org/images/Unselfie_one_sheet.pdf

Volunteer signup: <https://midwestfoodbank.org/volunteer/volunteer-interest-form>

Creative Ideas for Employee Engagement

Team volunteer event at Midwest Food Bank: Volunteers are the lifeblood of Midwest Food Bank.

Consider volunteering together during Giving Tuesday, or any day.

<https://midwestfoodbank.org/volunteer/volunteer-interest-form>

UNSelfie Contest: Give an award or recognition for the employee who has the best UNSelfie posted on social media tagging your organization and Midwest Food Bank. The contest can be based on number of likes or judged for meaning or creativity. UNSelfie template:

https://midwestfoodbank.org/images/Unselfie_one_sheet.pdf

Employee Perk – Employees donating to the Midwest Food Bank campaign on midwestfoodbank.org/givingtuesday receive a perk benefit:

- wear jeans (or other alternate dress attire) on Friday
- reserved parking near the building
- doughnuts delivered to their desk

Coffee Swap – Employees commit to skip their morning coffee and donate \$3 (cost of a cup of coffee) to Midwest Food Bank and sponsor 15 meals.

FAQs

What is #GivingTuesday?

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration. Celebrated on the Tuesday following Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Since its inaugural year in 2012, #GivingTuesday has become a global movement that celebrates and supports giving and philanthropy. #GivingTuesday unites countries around the world by sharing our capacity to care for and empower one another.

Content extracted from www.givingtuesday.org

What is an #UNselfie?

An #UNselfie is a show of support that donors for #GivingTuesday have adopted in recent years. Participants take a selfie with a piece of paper (the #UNselfie template) documenting why they have contributed to a cause. Most often, the paper covers the donors face, thus making it an #UNselfie. The pictures are posted across social media leading up to #GivingTuesday.

What Hashtags should be used in this campaign?

Be encouraged to include #GivingTuesday, #GivingFoodDay, #MidwestFoodBank

What is Tender Mercies?

A delicious low-cost, high-nutrition packaged meal produced at Midwest Food Bank. It consists of rice, beans, fortified soy protein and chicken flavored seasoning.

What is a Tender Mercies packing party and how do I sponsor one?

Packing Parties are an engaging volunteer experience for hand packaging Tender Mercies. The events are designed for all skills and abilities, ages 4 and above. To learn more about sponsorship, contact the Tender Mercies Program Manager, Gail Thorson – gthorson@midwestfoodbank.org

How can I learn more about the Midwest Food Bank Giving Tuesday campaign?

Visit midwestfoodbank.org/givingtuesday

Contact Jada Hoerr, Development & Relations Director, jhoerr@midwestfoodbank.org, 309-370-0171