

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.



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Food From The Bar 2019 - Social Media Toolkit

The Los Angeles Regional Food Bank is honored to have your participation in our annual **Food From The Bar** campaign! In 2018, participants raised more than \$500,000 and generously donated their time and energy to volunteer at the Food Bank.

The LA legal community has a big heart and has supported the Food Bank's mission for more than a decade. This year we hope to provide even more meals for children in need. With the help of enthusiastic FFTB participants like you, we can make a big difference for kids struggling with food insecurity in LA County.

By contributing to the conversation surrounding this incredible campaign on social media, you engage your online community to feed people in our shared community. Each person that you inspire to donate or volunteer through your communications activity brings us that much closer to closing the hunger gap in LA County.

The purpose of this toolkit is to provide readily accessible information, pre-written messages and other resources that will make our collaboration simple and successful.

This toolkit includes:

- General information about the Los Angeles Regional Food Bank
- General information about Food From The Bar
- Sample social media posts and information regarding the official hashtag and other assets

We thank you for joining us as we fight food insecurity and work to close the hunger gap in our community. You are a Hunger Hero!

Sincerely,
Christina Quezada

General Information: Los Angeles Regional Food Bank

Mission

To mobilize resources to fight hunger in our community.

To fulfill our mission, we:

- Source and acquire food and other products and distribute to needy people through charitable agencies or directly through programs;
- Energize the community to get involved and support hunger relief;
- Conduct hunger education and awareness campaigns and advocate for public policies that alleviate hunger.

Our Vision:

No one goes hungry in Los Angeles County.

About the Los Angeles Regional Food Bank:

The Los Angeles Regional Food Bank has been fighting hunger in Los Angeles County since 1973 and has distributed the equivalent of more than 1 billion meals across our community. The Food Bank provides food to more than 300,000 clients on a monthly basis and distributed 67 million pounds of food in 2018 to children, seniors, working families, veterans, and other neighbors in need. To support the vision that no one goes hungry in Los Angeles, food and products are distributed through a network of more than 600 partner agencies directly to children through our Children's Backpack and Summer Lunch programs, to approximately 29,000 seniors each month through our Senior Nutrition program, and to working families and college students through our Mobile Food Pantry. The Los Angeles Regional Food Bank is a 4-star rated charity by Charity Navigator. For more information, visit LAFoodBank.org.

Food Bank: Fast Facts

- The Food Bank distributes more than one million pounds of food each week and serves more than 300,000 people each month.
- We have distributed enough food for more than 1 billion meals since 1973.
- The Food Bank distributes food through more than 600 partner agencies and directly through Food Bank programs.
- Your gift can multiply in impact when combined with other cash donations, purchased and donated foods, so that 97% of every dollar goes back to the community.

- Our work is good for the environment. The food donated by retailers is perfectly good food that, oftentimes, would otherwise end up in a landfill.

General Information: Food From The Bar

Food From The Bar is an annual, month-long fundraising and volunteering effort, held every May. The campaign is a friendly competition including legal firms, law schools and legal services organizations, to see who could raise the most funds, acquire the most food, and work the most volunteer hours for the Food Bank in an effort to feed the children of Los Angeles County who may go hungry in the summer months.

Since the campaign began in Los Angeles in 2009, it has raised more than \$4 million.

You can learn more at LAFoodBank.org/foodfromthebar

Calls to Action:

Join the fight against hunger. Donate, volunteer, and fundraise for the Food Bank.

- Donate – LAFoodBank.org/donate
- Volunteer – LAFoodBank.org/volunteer
- Fundraise – LAFoodBank.org/virtualfooddrive

Participate in Food From The Bar (Los Angeles Legal Community)

- Register for Food From The Bar – LAFoodBank.org/foodfromthebar
- Register for the Munger Games – LAFoodBank.org/mungergames

Hashtags and Handles:

- Please use these hashtags in your posts: **#WeFeedLA, #FFTBLA**
- Please tag, and encourage your network to follow, **@LAFoodBank, @FFTBLA**

Tagging the Food Bank will help us grow our audience so we can continue to communicate with members of our community who are passionate about hunger relief even after the campaign has ended.

Sample Social Media Posts:

Please feel free to share the social media posts verbatim, or put them in your voice.
Note: Consider putting your Virtual Food Drive page link in your Instagram bio, as links in photo captions are not as easy to access.

Registration

Facebook

My team [@name of team] just registered for Food From The Bar, an annual campaign in partnership with the @LAFoodBank to provide hunger relief for kids facing food insecurity in LA County. This is our/my____ year participating in this campaign and I'd love it if you joined me in making a difference. If you're part of the LA legal community, you can sign up today! Learn more at LAFoodBank.org/foodfromthebar #FFTBLA #WeFeedLA @FoodFromTheBarLosAngeles

Instagram

My team [@name of team] just registered for Food From The Bar, an annual campaign in partnership with the @LAFoodBank to provide hunger relief for kids facing food insecurity in LA County. This is our/my____ year participating in this campaign and I'd love it if you joined me in making a difference. If you're part of the LA legal community, you can sign up today! Learn more at LAFoodBank.org/foodfromthebar #FFTBLA #WeFeedLA @FFTBLA

Twitter

My team [@name of team] just registered for #FFTBLA, an annual campaign in partnership with the @LAFoodBank to provide hunger relief for kids facing food insecurity in LA County! Learn more at LAFoodBank.org/foodfromthebar #FFTBLA #WeFeedLA @FFTBLA

Munger Games

Facebook

On April 25 I'll be participating in the @FFTBLA event, #TheMungerGames, to raise money for the @LAFoodBank! This trivia event will be a lot of fun, but more

importantly, we'll be kicking off the 11th annual #FFTBLA campaign to fight hunger in LA County. May the odds be EVER in our favor. Show off your trivia skills and sign up today at LAFoodBank.org/mungergames. #FFTBLA #WeFeedLA @FoodFromTheBarLosAngeles

Instagram

On April 25 I'll be participating in the @FFTBLA event, #TheMungerGames, to raise money for the @LAFoodBank! This trivia event will be a lot of fun, but more importantly, we'll be kicking off the 11th annual #FFTBLA campaign to fight hunger in LA County. May the odds be EVER in our favor. Show off your trivia skills and sign up today at LAFoodBank.org/mungergames. #FFTBLA #WeFeedLA @FFTBLA

Twitter

I've been brushing up on my trivia skills for the @FFTBLA kickoff event #TheMungerGames! Learn more at LAFoodBank.org/mungergames #FFTBLA #WeFeedLA @FFTBLA

Financial Contributions

Facebook

I'm raising money for the @LAFoodBank for this year's @FFTBLA campaign. If you'd like to chip in, please check out my team's Virtual Food Drive page at [\[link\]](#). Every \$1 donated to this campaign provides up to 4 meals for a child in our community so give generously and spread the word! #FFTBLA #WeFeedLA @FoodFromTheBarLosAngeles

Instagram

I'm raising money for the @LAFoodBank for this year's @FFTBLA campaign. If you'd like to chip in, please check out my team's Virtual Food Drive page at [\[link\]](#). Every \$1 donated to this campaign provides up to 4 meals for a child in our community so give generously and spread the word! #FFTBLA #WeFeedLA @FFTBLA

Twitter

No child should go hungry in our community. Help me fight hunger and give hope to hungry kids in LA. Make a donation to my team's Virtual Food Drive here: [link] #FFTBLA #WeFeedLA @FFTBLA @LAFoodBank

Food Drives

Facebook

I am collecting healthy food donations for the @LAFoodBank and I hope you will join me! Some of the most needed items are peanut butter, rice, beans, canned tuna and 100% juice. You can drop off your nutritious, shelf-stable items at [location].

#FFTBLA #WeFeedLA @FoodFromTheBarLosAngeles

Instagram

I am collecting healthy food donations for the @LAFoodBank and I hope you will join me! Some of the most needed items are peanut butter, rice, beans, canned tuna and 100% juice. You can drop off your nutritious, shelf-stable items at [location].

#FFTBLA #WeFeedLA @FFTBLA

Twitter

I am collecting food donations for the @LAFoodBank and I hope you will join me! Most needed items include peanut butter, rice, canned tuna and 100% juice. You can drop off your nutritious, shelf-stable items at [location]. #FFTBLA #WeFeedLA @FFTBLA

Volunteer Days

Facebook

My family/team and I had a great time volunteering at the @LAFoodBank with other @FoodFromTheBarLosAngeles participants! [Describe volunteer project]. #FFTBLA may be a competition, but it's also a great opportunity to connect with other members of the legal community who are passionate about hunger relief. You can learn more about the campaign at LAFoodBank.org/foodfromthebar #WeFeedLA

Instagram

My family/team and I had a great time volunteering at the @LAFoodBank with other @FFTBLA participants! [Describe volunteer project]. #FFTBLA may be a competition, but it's also a great opportunity to connect with other members of the legal community who are passionate about hunger relief. You can learn more about the campaign at LAFoodBank.org/foodfromthebar #WeFeedLA

Twitter

It feels good to give back! Today I volunteered at the @LAFoodBank as part of the @FFTBLA campaign. Learn more: LAFoodBank.org/foodfromthebar #WeFeedLA

General

Facebook

DID YOU KNOW: 1 in 4 kids in LA County struggles with food insecurity. I think this is unacceptable and I know you agree. I'm currently participating in the Food From The Bar campaign in partnership with the @LAFoodBank and I hope you'll consider making a financial contribution to my Virtual Food Drive at [link] Every \$1 donated provides up to 4 nutritious meals!

#FFTBLA #WeFeedLA @FoodFromTheBarLosAngeles

Instagram

DID YOU KNOW: 1 in 4 kids in LA County struggles with food insecurity. I think this is unacceptable and I know you agree. I'm currently participating in the Food From The Bar campaign in partnership with the @LAFoodBank and I hope you'll consider making a financial contribution to my Virtual Food Drive at [link] Every \$1 donated provides up to 4 nutritious meals!

#FFTBLA #WeFeedLA @FFTBLA

Twitter

*#DYK: 1 in 4 kids in LA County struggles with food insecurity. Please join me in making a difference by donating today [link]
#FFTBLA #WeFeedLA @FFTBLA*