Welcome to #Giving Tuesday 2015!

Thank you for your interest in being a social media ambassador for Northern Illinois Food Bank for our 2015 Giving Tuesday campaign. We need your help to reach our goal of raising $30,000 on December 1, 2015. With a matching gift from a few generous donors on this day only $1 will be able to provide $16 dollars of worth of food! If we reach our goal, we will be able to provide $480,000 worth of food to hungry neighbors. Everything will be live later in November at www.SolveHungerToday.org/givingtuesday.

Thank you,
Northern Illinois Food Bank

What is in this Toolkit?

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Background

What is #GivingTuesday?
We have a day for giving thanks. We have Black Friday and Cyber Monday for getting deals. Founded in 2012, we now have #GivingTuesday, a global day dedicated to giving back. On Tuesday, December 1, 2015, charities, families, businesses, community centers, and students around the world will come together for one common purpose: to celebrate generosity and to give.

It’s a simple idea. Just find a way for your family, your community, your company or your organization to come together to give something more. Then tell everyone you can about how you are giving. Join Northern Illinois Food Bank and be a part of a global celebration of a new tradition of generosity.

2014 Results

What is #ILGive?
#ILGive is a statewide, non-partisan movement to support nonprofit communities in Illinois by increasing individual giving as a compliment to the nationwide #GivingTuesday campaign.

It is #ILGive’s goal to unite the state of Illinois in celebrating the contributions nonprofits make and to promote the values of philanthropy. #ILGive has a bold goal: to raise $6 million by Illinois social impact organizations — in one day.

2014 Results

What is a Social Media Ambassador?
A Social Media Ambassador can be anyone who is passionate about the Food Bank’s mission and wants to use their communication channels to amplify our message. It can be as simple as sharing a Food Bank social media post, checking in at the Food Bank during a volunteer shift or asking friends and family to volunteer, donate and get involved.
In this Toolkit we will provide you with all the information you need to be an Ambassador for the Food Bank’s #GivingTuesday campaign. While we aren’t expecting Ice Bucket Challenge results, we are hoping to spread awareness for the ONE in SEVEN neighbors facing hunger in northern Illinois. Every action helps, and as part of this campaign, every $1 will provide $16 worth of food so everyone can make a BIG difference.

**Talking Points for Northern Illinois Food Bank**

Our mission - Northern Illinois Food Bank leads the northern Illinois community in solving hunger by providing nutritious meals to those in need through innovative programs and partnerships.

The Food Bank serves more than 71,000 people each week through our programs and network of 800 community food pantries and feeding programs.

1 in 7 people in northern Illinois faces hunger, and last year the Food Bank provided 57 million meals to neighbors across 13 counties.

The Food Bank’s strategic plan is to provide 75 million meals by 2020 which will meet the meal gap in our area and provide every meal, every day for every hungry neighbor.

97% of the Food Bank’s resources go directly to feeding hungry neighbors, and we have earned Charity Navigator’s 4-Star Charity rating for 12 consecutive years.

Northern Illinois Food Bank provides over 2 million meals directly to hungry kids through after-school and summer meals, and on the weekends with our BackPack Program.

**Food Bank Social Media Accounts**

- Northern Illinois Food Bank
  [www.facebook.com/northernilfoodbank](http://www.facebook.com/northernilfoodbank)
- @ilfoodbank
  [https://twitter.com/ilfoodbank](https://twitter.com/ilfoodbank)
- Northern IL Food Bank
  [https://www.youtube.com/user/NorthernILFoodBank](https://www.youtube.com/user/NorthernILFoodBank)
- Northern Illinois Food Bank
  [https://www.linkedin.com/company/northern-illinois-food-bank](https://www.linkedin.com/company/northern-illinois-food-bank)
- NorthernILFoodBank
  [https://instagram.com/northernilfoodbank](https://instagram.com/northernilfoodbank)
- Northern Illinois Food Bank
  [https://www.flickr.com/photos/101281516@N08](https://www.flickr.com/photos/101281516@N08)
How can I help?

Share – spread the word about Northern Illinois Food Bank and #GivingTuesday

- Use our sample posts and images provided to share on social media about Giving Tuesday and why you support the Food Bank. Tag @Northern Illinois Food Bank on Facebook and @ilfoodbank on Twitter
- Post stories about why you love Northern Illinois Food Bank and how you help feed hungry neighbors
- Take an #UNselfie and post on social media, and encourage your friends and family to share their own #UNselfies for causes they are passionate about

Sample Posting Schedule:

November
- Week 1 – Announce you are a social media ambassador and tell everyone about #GivingTuesday
- Week 2 – Share a photo of yourself volunteering or tell a favorite fact about the Food Bank
- Week 3 – Post the story about how you first heard about the Food Bank or why you decided to get involved
- Week 4 – Share an #UNselfie and recruit others to do the same
  Remind everyone to save money after Black Friday and Cyber Monday for #GivingTuesday

December
- Dec. 1st – Tell everyone the Food Bank can provide $16 worth of food for every $1 TODAY ONLY
- Dec. 2nd – Say thank you!

Recruit – we need more people to join our online community to stay up to date and involved all year

- Invite your friends and family to Like the Food Bank on Facebook and Follow us on Twitter and Instagram
- Ask your friends and family to sign up for our email communications or text message updates
  - TEXT SOLVE to 51555 for text updates (sent about once a month)
  - http://bit.ly/1KHLctg for email updates registration (sent about 2 a month)
- Encourage your friends and family take #UNselfies, share their stories and tag the Food Bank

Fundraise – help amplify our reach by collecting food and asking for donations

- Ask your friends, family, colleagues and others in your circle to donate to the Food Bank’s #GivingTuesday campaign where their gift will be matched and $1 provides $16 worth of food
- Host a food drive at your work, school or faith based organization or collect food from your community and bring it to one of our Centers on December 1
Sample Posts
Feel free to use these posts verbatim or modify to put in your own words. Tell the world why you care about Northern Illinois Food Bank and our hungry neighbors. On Facebook make sure to tag the Food Bank by entering @Northern Illinois Food Bank and on Twitter use @ilfoodbank.

Facebook Posts:

Leading up to December 1st:

- Save the Date! #GivingTuesday is a day for everyone, everywhere, to GIVE! I am supporting Northern Illinois Food Bank on December 1. They feed 71,000 hungry neighbors EVERY WEEK. #ILGive

- We have a day for giving thanks and two for getting deals. Now we have a day for giving back. Count down the days to #GivingTuesday on December 1 and join me in giving back to Northern Illinois Food Bank. Volunteer. Donate. Get Involved. #ILGive

- Show that the world gives as good as it gets on 12/1 and celebrate #GivingTuesday by donating, volunteering or getting involved with Northern Illinois Food Bank because 1 in 7 faces hunger. http://bit.ly/1ol3byc #ILGive

- Take advantage of those post-Thanksgiving deals but spare some cash this year for Northern Illinois Food Bank. On #GivingTuesday your $1 will provide $16 worth of food. #ILGive http://bit.ly/1ol3byc

- #GivingTuesday is almost here. How will you give on December 1? I volunteer at Northern Illinois Food Bank to feed hungry neighbors. #ILGive http://bit.ly/1ol3byc

- Want to give back this holiday? Like Northern Illinois Food Bank or TEXT SOLVE to 51555 to get updates on feeding hungry neighbors. #GivingTuesday

- I <3 Northern Illinois Food Bank. Join me in feeding hungry neighbors and sign up for email updates to learn how you can get involved. http://bit.ly/1KHlctq #GivingTuesday #ILGive

- Northern Illinois Food Bank is doing something BIG for #GivingTuesday. Follow them, TEXT SOLVE to 51555 or sign up for emails. http://bit.ly/1KHlctq

On Giving Tuesday:

- Perfect antidote to overspending this holiday season? #GivingTuesday! Donate to Northern Illinois Food Bank where $1 provides $16 worth of food TODAY only. Help feed hungry families in our community. http://bit.ly/1kmNw3H
• Ever thought u should give back a little more? What are you waiting for? Give to Northern Illinois Food Bank because TODAY only $1 provides $16 worth of food. You can feed TWICE as many neighbors in need. #GivingTuesday #ILGive http://bit.ly/1kmNw3H or TEXT SOLVE to 91999

• Northern Illinois Food Bank feeds 71,000 hungry neighbors each week. Help them raise $30,000 on #GivingTuesday! TODAY $1 provides $16 worth of food for families in need. http://bit.ly/1kmNw3H #ILGive

• How far does $1 go? When you give it to Northern Illinois Food Bank it provides $16 worth of food on #GivingTuesday. Give a meal this holiday. #ILGive http://bit.ly/1kmNw3H You can also TEXT SOLVE to 91999.

• 1 in 7 people faces hunger in our area. Thanks to a matching gift, Northern Illinois Food Bank provides $16 worth of food for every $1 on #GivingTuesday. Join me and give back for hungry neighbors. http://bit.ly/1kmNw3H

• 1 in 7 people faces hunger in our area. TEXT SOLVE to 91999 to donate to Northern Illinois Food Bank for #GivingTuesday. Today only $1 provides $16 worth of food!

Thank you’s:

• Thank you for feeding hungry neighbors! Northern Illinois Food Bank reached its goal for #GivingTuesday and we gave thousands of families holiday meals. #ILGive http://bit.ly/1ol3byc

• I care about our hungry neighbors and Northern Illinois Food Bank. Thank you for joining me on #GivingTuesday to support the 1 in 7 facing hunger in our area. Stay involved all year. Like Northern Illinois Food Bank or TEXT SOLVE to 51555 or sign up for emails to get updates. http://bit.ly/1KHlCtq

• Every dollar makes a difference. At Northern Illinois Food Bank on #GivingTuesday, every $1 provided $16 worth of food. The Food Bank raised $XX,XXX on #GivingTuesday. Thank you for feeding hungry neighbors! #ILGive http://bit.ly/1ol3byc

Tweets: 

Leading up to December 1st:

• #GivingTuesday is a day for everyone, everywhere, to GIVE! Join me to support @ilfoodbank #ILGive

• Count down the days to 12/1 by joining me on #GivingTuesday for ilfoodbank #ILGive Volunteer. Donate. Get Involved.

• Show that the world gives as good as it gets on 12/1 and celebrate #GivingTuesday by supporting @ilfoodbank because 1 in 7 faces hunger
Take advantage of those post-Thanksgiving deals but spare some cash this year for @ilfoodbank #GivingTuesday #ILGive

#GivingTuesday is almost here. How will you give? I volunteer @ilfoodbank to feed hungry neighbors. #ILGive

Want to give back this holiday? Follow @ilfoodbank or TEXT SOLVE to 51555 to get updates on feeding hungry neighbors. #GivingTuesday

I <3 @ilfoodbank. Join me in feeding the hungry and sign up for email updates. http://bit.ly/1KHLctq #GivingTuesday #ILGive

@ilfoodbank is doing something BIG for #GivingTuesday. Follow them, TEXT SOLVE to 51555 or sign up for emails. http://bit.ly/1KHLctq

On Giving Tuesday:

- Perfect antidote to overspending this holiday season? #GivingTuesday! Support @ilfoodbank where $1 provides $16 worth of food. http://bit.ly/1kmNw3H

- Want to give back a little more? Donate to @ilfoodbank where $1 provides $16 worth of food #GivingTuesday http://bit.ly/1kmNw3H

- Each week @ilfoodbank feeds 71,000 neighbors in need. On #GivingTuesday $1 provides $16 worth of food. http://bit.ly/1kmNw3H #ILGive

- How far does $1 go? @ilfoodbank it provides $16 worth of food on #GivingTuesday. Give a meal this holiday. #ILGive http://bit.ly/1kmNw3H

- 1 in 7 faces hunger in our area. @ilfoodbank provides $16 worth of food for every $1 on #GivingTuesday. Give back. http://bit.ly/1kmNw3H

- 1 in 7 faces hunger in our area. TEXT SOLVE to 91999 to donate @ilfoodbank for #GivingTuesday. $1 provides $16 worth of food.

Thank you's:

- Thanks for feeding hungry neighbors! @ilfoodbank #GivingTuesday #ILGive We reached our goal & gave thousands of families holiday meals.

- I care about our neighbors and @ilfoodbank. Thank you for joining me on #GivingTuesday. Stay involved all year for 1 in 7 who faces hunger.

- Every dollar makes a difference. @ilfoodbank raised $XX,XXX on #GivingTuesday. Thank you for feeding hungry neighbors! #ILGive
Instagram Captions:
(These images are provided later in the Toolkit or can be downloaded off the website)

- #unselfie definition image – Join the global giving movement known as #GivingTuesday. Upload an #unselfie to your account and tell everyone how YOU are giving back this year. I am giving back to Northern Illinois Food Bank to feed the 1 in 7 neighbors facing hunger. #ILGive http://bit.ly/1ol3byc

- Churchill Quote image – Don’t just give thanks this year, GIVE BACK. Help Northern Illinois Food Bank give hungry neighbors a reason to be thankful this holiday season. #GivingTuesday is December 1. #ILGive. http://bit.ly/1ol3byc

- Giving Tuesday save the date image – Save the date for #GivingTuesday. Share how you are giving back. I volunteer at Northern Illinois Food Bank to feed hungry neighbors. On December 1 every $1 provides $16 worth of food so you can feed TWICE as many families. http://bit.ly/1ol3byc #ILGive

- Giving Tuesday ask image – Perfect antidote to overspending this holiday season? Give back for #GivingTuesday. Donate to Northern Illinois Food Bank where $1 provides $16 worth of food TODAY only. Help feed hungry families in our community. Give online http://bit.ly/1kmNw3H or TEXT SOLVE to 91999.

- Thank you image – We did it! Northern Illinois Food Bank reached the #GivingTuesday goal and thousands of families will be fed this holiday season. Stay involved all year long. TEXT SOLVE to 51555 or sign up for email updates. http://bit.ly/1KHLctq

#UNselfie Kit

Definition: A show of support for Giving Tuesday. Take a pic, tag it #unselfie and #givingtuesday and upload to your Instagram, Twitter or Facebook from now until December 1.

#UNselfies are a way to visually show who you are supporting for Giving Tuesday and why this cause is important to you. You can be as creative as you want – people use babies or dogs – or simply write your passion on a piece of paper and snap a shot. We provided three templates you can use to share with your circle why you care about Northern Illinois Food Bank. Use one or use them all!
#unselfie

I give to  

because ____________________

#GIVINGTUESDAY
#unselfie

I volunteer at

because ______________________

#GIVINGTUESDAY
#unselfie

I 💕 [Northern Illinois Food Bank](https://www.nifoodbank.org)

because ____________________________

#GivingTuesday
Images

These images are provided for you to use and sized according to recommended social media setting. You may right click to save or download directly from our website at www.SolveHungerToday.org/toolkit

Facebook Cover Photos:

Profile Pic Images:

Twitter Cover Images:
Facebook/Instagram Post Images:

Twitter Post Images:
### Do’s and Don’ts of Posting

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<td>Be yourself, be honest and passionate</td>
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<td>Respect the Food Bank logo, images, and copyrights</td>
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<tr>
<td>Be respectful of other cultures, religions, values, etc.</td>
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<td>Use common sense and courtesy</td>
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<th><strong>DON'Ts</strong></th>
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<tr>
<td>Do not lie or post anything you would be embarrassed to have your mother see</td>
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<tr>
<td>Do not alter or modify the Food Bank logo</td>
</tr>
<tr>
<td>Do not censor others’ opinions or views</td>
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Thank you!

Your voice will help the 1 in 7 neighbors facing hunger in northern Illinois.