



ROUND UP **CHANGE** CAMPAIGN PROPOSAL



Hunger Action Month
Campaign

Address

11 East 40th Street
Kansas City, MO 64111

Phone/Fax

816-800-0884

Email

contact@foodequalityinitiative.org

A close-up photograph of a person's hand holding a coin, likely a quarter, between their thumb and index finger. The background is dark and out of focus, showing parts of a person's arm and torso. The image is used as a background for a quote.

"At Safe Bakes partnering with FEI during Round Up was obvious. As we are a Kansas City-based company, supporting local businesses is vital to our community and to our own hearts as we "get" what it's like to live with food allergies and other dietary restrictions."

-- Amy Castillo, Co-Founder of Safe Bakes

Round Up Change Campaign

It's almost September, which means **Hunger Action Month** is approaching! Is your company looking for a way to contribute to the cause of ending hunger and making food more accessible to those who need it? **Here's how you can help!** In honor of our 5th birthday, Food Equality Initiative is looking for companies like yours to help gather resources during Hunger Action Month.

Instead of asking for large donations, we want to team up with local companies to start a **change round up campaign** throughout September. At checkout, your employees would simply ask customers if they would like to "round up" their change to donate to Food Equality Initiative.

All proceeds from the change round up will go to purchasing food to be distributed at local food pantries. For the past five years, our partnered food pantries have not only provided low-income families and individuals access to quality food, but we specifically help those with serious food allergies receive the allergy friendly food that is required for their health.

This is a great opportunity to join us in helping to end hunger for those that experience food insecurity and food allergies in our community. In return for your efforts, we will be providing you with free promotion on our website and social media platforms to direct customers your way so that they can take part in our **change round-up campaign**.

By teaming up with local companies, we can make a large impact on those families and individuals that struggle to buy the food they need to live a healthy life. A couple of cents may not seem like much, but it adds up quickly, and we have seen those cents make a **huge difference in so many lives**.

If your company would like to participate, please fill out the attached commitment form and email to us at contact@foodequalityinitiative.org. If you have any questions, please call us at (816) 800-0884, or email us at the address listed above

We look forward to working with your company to take action this September toward **ending hunger in Kansas City!**

Sincerely,



Emily Brown
CEO and Founder
Food Equality Initiative

Founded in 2014 by Emily Brown, Food Equality Initiative (FEI) is the nation's leading organization working to increase access to allergy friendly and gluten free foods to individuals who need them the most. Our mission is to improve health and end hunger in low income individuals diagnosed with food allergies and Celiac disease through access to safe and healthy food, nutrition education, and advocacy.

Campaign Logo



Sample of Social Media Content



INSTAGRAM SAMPLE POST



FACEBOOK & TWITTER SAMPLE POST



FACEBOOK & TWITTER SAMPLE PROFILE IMAGE

Sample of Flyer

Small steps make **Big** **CHANGES**

#RoundUpChange

September is **Hunger Action Month**! Choose to **round-up your change** on your purchase. The difference will be donated to **Food Equality Initiative**. Even the smallest amounts can add up to big change!



FOLLOW US ON SOCIAL MEDIA
@FOODEQUALITY



www.foodequalityinitiative.org
contact@foodequalityinitiative.org

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Campaign Schedule

CAMPAIGN FLYERS DISTRIBUTED

Flyers distributed to participating businesses. Flyers are to be placed by end of month.

August 12

1st PRESS RELEASE

Press Release to announce campaign for Hunger Action Month. List of businesses that are participating and their locations.

August 19

1st EMAIL BLAST

Email Blast sent to FEI's contact list to announce campaign for Hunger Action Month. List of businesses that are participating and their locations

August 19

SOCIAL MEDIA PROFILE IMAGES CHANGED

August 30

1st SOCIAL MEDIA POSTS INTRODUCING CAMPAIGN

September 3

BLOG POSTS INTRODUCING CAMPAIGN

September 3

2nd PRESS RELEASE

September 9

2nd SOCIAL MEDIA POSTS

September 12

2nd EMAIL BLAST

Email Blast sent to FEI's contact list to remind of the round-up.

September 16

3rd SOCIAL MEDIA POSTS

September 23

Final SOCIAL MEDIA POSTS

September 30

LAST CAMPAIGN PRESS RELEASE

Press Release to talk about success of campaign.

October 7



Commitment Form

NAME _____

POSITION _____

BUSINESS NAME _____

PHONE NUMBER _____

ADDRESS _____

EMAIL _____

HOW MANY LOCATIONS TO PARTICIPATE? _____

I _____ at _____ make
the commitment to request all customers during the month of September to round up the
change of their purchases to be donated to Food Equality Initiative, Inc.

SIGNATURE

DATE