

Everyone to the Table Public Awareness & Engagement Campaign Member Content Submission Guidelines

Be part of “Everyone to the Table” public awareness and engagement campaign. Together, we can showcase the incredible staff that power California food banks and show how vital food banks are to our communities.

To make this campaign a reality we need your stories, pictures, and videos to create an ongoing library of compelling narratives that will be used in advertising, online communications, and to support media pitches over the next year or more. Picture your food bank colleagues lifting up the issue of hunger and hunger relief in this first-ever statewide campaign by all CAFB member food banks!

Target Timing: Delivery of your creative assets by August 16, 2021

What you can start doing now: The first step is to identify staff members who have a compelling story to tell about their role at the food bank. It can and should be whomever you think has a great story to tell about why they do the work and how their work helps feed their communities.

We’re looking to showcase maximum diversity in the campaign, so that means show-casing various staff roles — from warehouse workers to CalFresh outreach team members to development staff — as well as a range of demographics (age, gender, ethnicity, languages).

What we’re looking for:

- 1. Photos & Quotes:** Showcasing staff members (or other relevant people like volunteers, farmers, food donors). This will be used for print ads, outdoor art like billboards, and social media.
- 2. Short videos:** Quick one-liner or slightly longer videos that are about their role, why they do this work, how their role makes a difference at the food bank or in feeding the community. This will be used for radio, TV spots, and social media videos.
- 3. Scripted videos:** We will supply the scripts for short video segments in the coming week, so please use your time now to lay the groundwork. If you’re a good videographer, wonderful! If not, find the best photographer/videographer available to you, and get them onboard. These videos will be pieced together to create our TV spots.

HOW TO GET GOOD CONTENT

Authenticity is the hallmark of this campaign, so not being super polished is okay. However, getting really engaging photographs and video will make this campaign as effective as possible. That said, we’ve compiled some suggestions and technical considerations to follow that will help ensure that you are able to create assets that will put you, our fellow employees and the entire CAFB network in the best light possible.

STILL PHOTOGRAPHS:

We’re looking to showcase a wide variety of food bank employees and related partners. Remember, it’s Everyone to the Table. Authenticity is also important, so please strive for photographs that represent a “slice of life” rather than a formal, staged portrait. Often, you will get the best shots after your subjects are warmed up and relaxed, let them have a little fun, catch them in the moment. We’d love interesting shots like someone loading a car shot from inside, or driving a forklift. Be creative!

Tips for Photographs:

1. Shoot with the best available digital camera you have. A later model iPhone or other smartphone will work well, but be sure to send us the ORIGINAL resolution photo.
2. It's best to shoot in a well-lit location, with available light rather than with a flash. If natural light is an option that is usually best!
3. Avoid posed, stiff "portrait" shots. Get your subject(s) into position and then let them interact. Take LOTS of shots, you can then edit down to the best ones.
4. Please take a variety of shots, both portrait (vertical) and landscape (horizontal) as we need both formats for still photos for different mediums.
5. Ideally, have a background that looks like a warehouse, distribution site, or other food bank relevant visual.

Other Considerations:

1. When you upload your photos, please label with your colleagues' name and job title
2. Provide a short quote to go along with the photo about their role, why they do this work, how their role makes a difference at the food bank or in feeding the community.
3. This will be used for print ads, outdoor art like billboards, and social media.

VIDEOS

As mentioned above we would like two types of videos. We will be sending out short, one or two-line video "scripts" for team members to say while being filmed (see storyboard below), as well as interesting stories from your team members such as a short anecdote about someone they've helped, why they chose to work at a food bank, how working at a food bank makes them feel.

Tips for Videos:

1. Always film video with your phone in **horizontal (landscape) mode**, and NOT vertical (portrait).
2. Please check your video settings before filming and make sure the quality is set to **HD 30** or **4K 30** (60 is okay, but will take longer to upload).
3. Avoid selfies if possible. If a tripod is available, use it, if not, select a steady and stationary position for your camera, and make sure the subject is framed from the chest up in the shot! You can send multiple clips—it doesn't need to be all in one video.
4. If you're filming someone sharing thoughts, a story, or other spoken portions, please have them look right into the phone camera. We want viewers to feel connected to the story.
5. **Keep things brief.** The most useable stories will be no more than three minutes long. If something is longer and really compelling, that's okay, but a 60–90 seconds is ideal.
6. For spoken segments, please be aware of background noises that may be distracting, such as lawnmowers, dogs barking, people talking in other rooms, etc. We understand that you may not be able to completely avoid background noise, but try your best to limit it.
7. Find locations that make a good, clean background. If there's a wall or other items behind the person, make sure they are not right up against it—have them take a few steps forward.

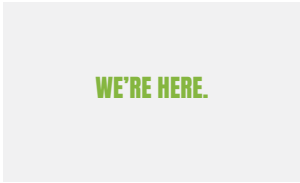
TIMING AND UPLOADING OF CONTENT

Please upload your files on or before **August 16, 2021**. **Each file name should include 1. the name of your food bank, 2. the person's name and title.** For instance, "REFB_SimoneBiles_ProgramsCoordinator". Simply drag and drop your files to the following address: **<https://bit.ly/Everyonetothetable>**

Creative Samples

VIDEO CREATIVE

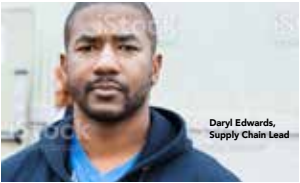
California Association of Food Banks :30 TV STORYBOARD "WE'RE HERE BECAUSE"



Visual: Light music bed up and under
Audio:
SFX:



Visual: Food bank employee
Audio: Woman: Because one out of every four Californian's don't know where their next meal will come from.
SFX: Light music bed up and under



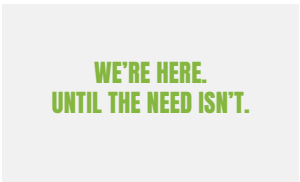
Visual: Food bank employee
Audio: Man: Because we can end hunger if we're all in the fight.
SFX: Light music bed up and under



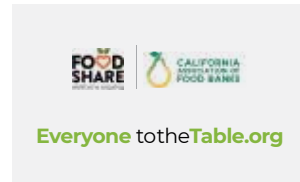
Visual: Farmer
Audio: Because the food from California's farms and fields should never go to waste.
SFX: Light music bed up and under



Visual: Food bank employee
Audio: Woman (in Spanish): Because hunger-statewide is still at record levels.
SFX: Light music bed up and under



Visual: Cut to "We're Here." "Until the need isn't." fades up after a beat.
Audio:
SFX: Light music bed up and under



Visual: Logos fade up, then URL
VO: Learn, Act, Give at Everyone to the table.org
SFX: Music fades

OUTDOOR CREATIVE



SO DOES HELP.
Everyone to theTable.org
You can: Learn. Act. Give.



Everyone to theTable.org
You can help. Learn. Act. Give.

NEITHER DOES ANGELA.



PRINT CREATIVE



As a food bank transportation lead, Eric helps make sure families have the critical support they need 365 days a year. Because he knows from experience what hunger feels like, he's committed to helping the 8 million Californians living with hunger. Explore the many ways you can help us meet the needs of your neighbors experiencing food insecurity. **Learn. Act. Give.**

Everyone to theTable.org



As a food bank logistics coordinator, last year Tamika helped California food banks distribute more than 1 billion pounds of food. Hunger in our community is real and doesn't stop when the TV cameras leave. That's why you're a vital link to help ensure that Tamika and her team can continue to fulfill every Californian's fundamental right to food security. **Learn. Act. Give.**

Everyone to theTable.org



SOCIAL MEDIA CREATIVE

