



Public Awareness Campaign:  
Everyone to the Table



# Agenda

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- **Our Collective Impact**
- **Implementation: Rollout + Sustaining**
- **Timing & Next Steps**
- **Questions**

Our Collective Impact

# Our Collective Impact

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**Everyone**tothe**Table.org**



**CALIFORNIA  
ASSOCIATION OF  
FOOD BANKS**

# Our Collective Impact

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- **Lift-up hunger + urgent hunger relief + persistent need**
- **Offer year-round solutions**
- **Support + empower member food banks**
- **Create momentum + a multiplier effect**
- **Bolster state + federal advances**
- **Engage community in a movement — with drivers to Learn. Act. Give.**
- **Spur local stories + visibility**

# Countdown to Launch

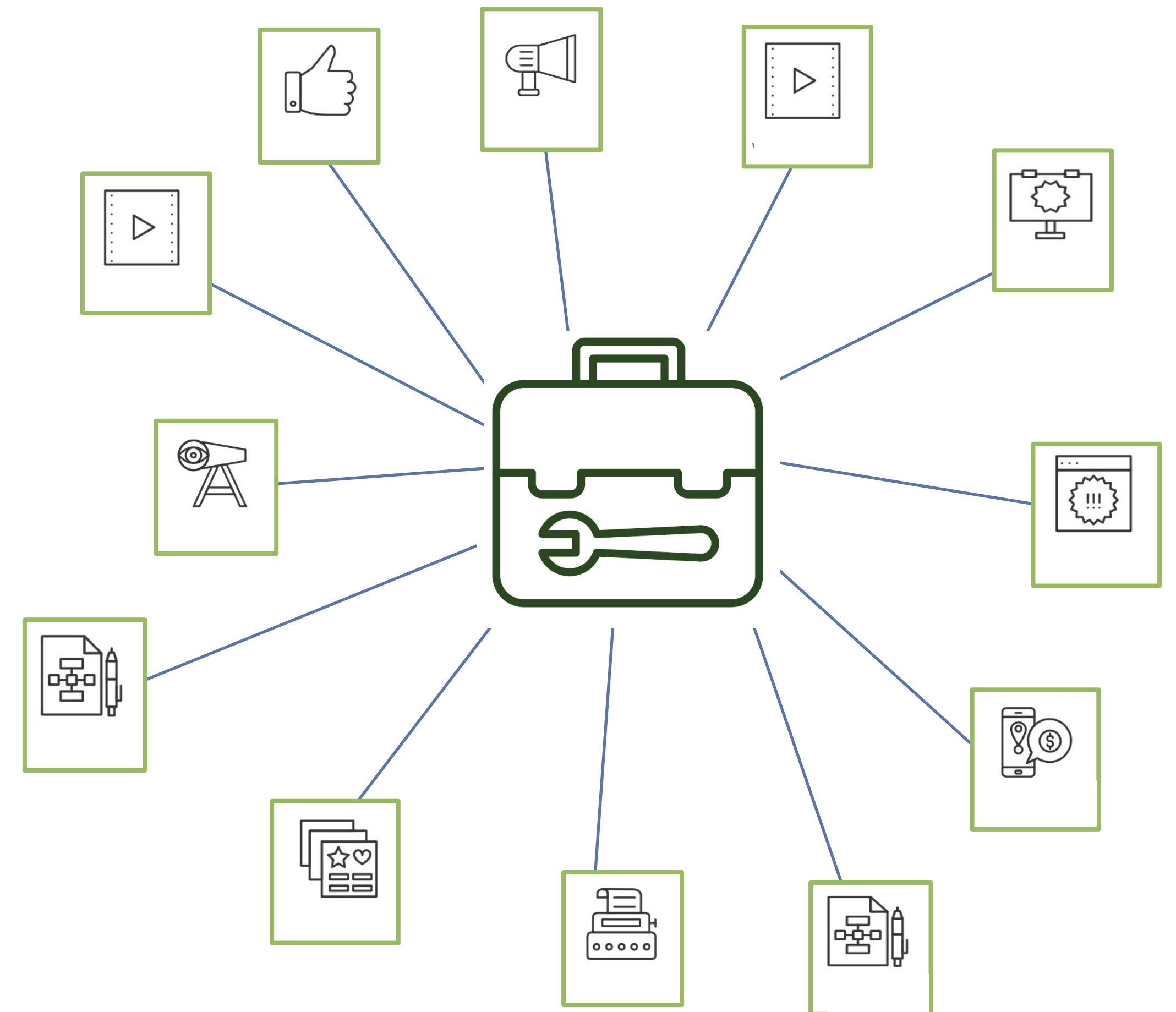
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- **Campaign Rollout — Week of October 4<sup>th</sup>**
  - CAFB investment + media push
  - Member food bank opportunities
  - Earned media
  - Paid media
  - Social media
  - Online campaign portal
- **All turnkey + customizable assets provided**
- **Technical assistance + support for local market implementation**

# Toolkit At-A-Glance

- **Comprehensive toolkit provided to all member food banks**

- Social media graphics
- Radio
- Television
- Outdoor
- Print
- Online banner ads
- Sample tweets/posts
- Media materials
- Fact sheets
- Messages
- Video testimonials
- Best practices
- How to guidelines







# Campaign Rollout – Week of October 4<sup>th</sup>

## Statewide integrated rollout

- **Monday, October 4**
  - CAFB-funded paid media statewide premieres (outdoor + digital)
    - 220 outdoor locations and 3,808,250 banner ad impressions throughout California
  - Dedicated online portal goes live
  - CAFB + members start social media surroundance (digital assets, video)
  - Members can augment with in-market paid media using all assets from the toolkit – TV, Radio, Outdoor, Print, Banner Ads, Social Media, Boosted Posts



Outdoor



# Campaign Rollout – Week of October 4<sup>th</sup>

## Statewide integrated rollout

- Tuesday, October 5
  - CAFB hosts virtual statewide media briefing
    - Multiple spokespersons to lend diverse perspectives
    - Key data points to underscore problem/solution approach
    - Push to spur local stories + engagement
    - Issue news release + offer media availability
  - CAFB + members continue social media surroundance
  - Members can augment with in-market paid media using all assets from the toolkit – TV, Radio, Outdoor, Print, Banner Ads, Social Media, Boosted Posts



Social Media



Social Media



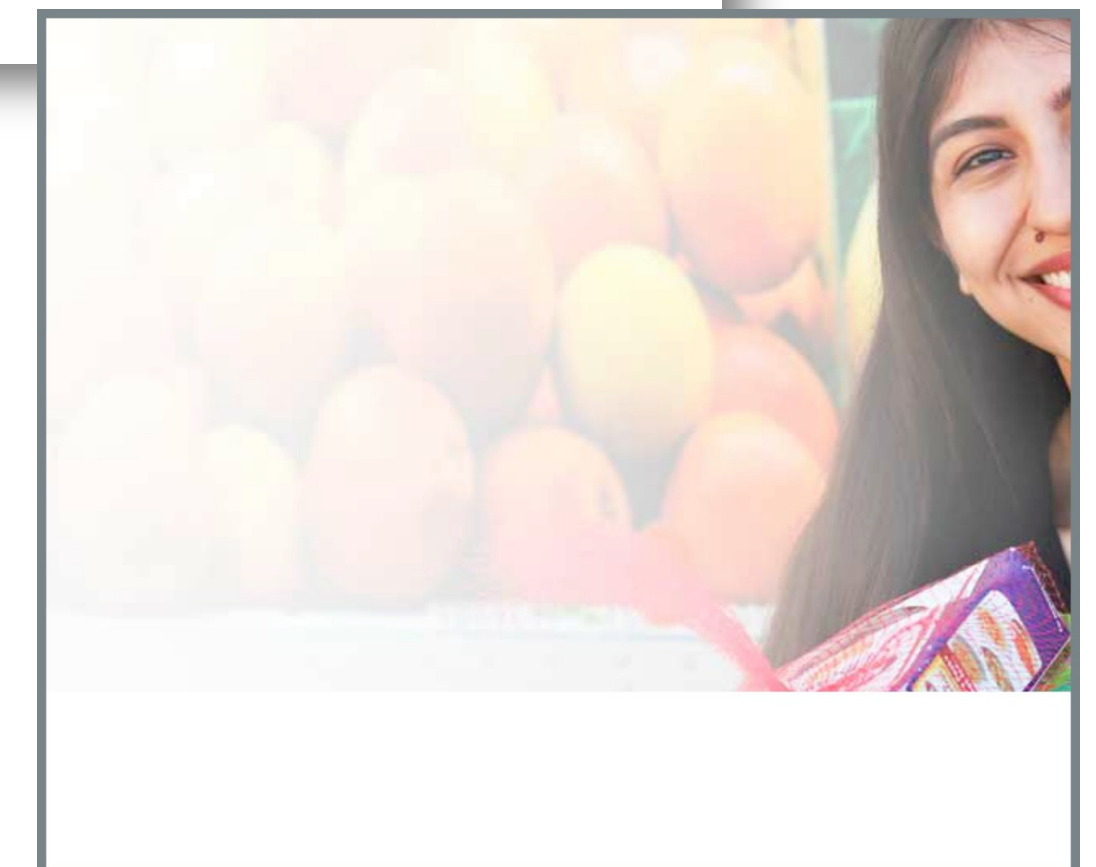
# Campaign Rollout – Week of October 4<sup>th</sup>

## Statewide integrated rollout

- **Wednesday, October 6 + beyond**
  - Member food banks start local/regional media outreach for editorial coverage/interviews
  - CAFB + members continue social media surroundance
  - Members can augment with in-market paid media using all assets from the toolkit – TV, Radio, Outdoor, Print, Banner Ads, Social Media, Boosted Posts
  - Ongoing cultivation of testimonials/personal narratives



Print



Banner Ad

# Everyone to the Table Toolkit

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## Paid Media

- **Social media graphics:** 10 graphics for Facebook, Twitter, Instagram, Zoom
- **Radio:** Three :30 second spots
- **Television:** Two :30 second spots
- **Outdoor:** Three transit shelters, bus kings and tails, bench ads, bulletins (14 x 48, 10 x 40, 10.5 x 36), 30-sheet (12.3 x 24.6), and 8-sheet (6 x 12)
- **Online banner ads:** Three ads (300 x 250, 970 x 90, 300 x 600, 250 x 250, 120 x 600, 160 x 60)

# Everyone to the Table Toolkit

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## Written Copy

- **Campaign backgrounder, key messages, FAQ**
- **Sample social media tweets/posts**
- **Fact sheets:** state of hunger, impact of food banks, CAFB pipeline
- **Copy:** newsletter, website, social copy

# Everyone to the Table Toolkit

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## Media/spokesperson materials

- **Templates:** Media advisory, news releases/news pitches, opinion editorial (op-ed), calendar, announcement and public service announcements
- **Speakers Bureau:** How-to sheet for creating a formalized speakers bureau
- **Best practices:** Virtual forum and social media; effective written and video testimonials
- **Guidelines:** Spokesperson, interview tips

# Timing & Next Steps



# Timing – Key Milestones

Milestones	Week of 7.19	Week of 7.26	Week of 8.16	Week of 9.20	Week of 10.04	Ongoing
CAFB Member Presentation	✓					
Request for Member Photos/Videos	✓					
Member Campaign Planning Begins		✓				
Member Photos/Videos Delivered			✓			
Internal Rollout with Members/Toolkit/Website						
CAFB Campaign Launch						
Member Campaign Launch						



# Next Steps

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- **Development**

- Completion of All Elements
- Provide Online Toolkit

- **Implementation**

- Internal and External Rollout

- **Outcome**

- Campaign Deployment

Questions