THE FOOD BANK
FOR CENTRAL & NORTHEAST MISSOURI

ADVOCATES

Social Media Toolkit
You’re interested! Now what?

What do you do?

Build awareness of The Food Bank for Northeast & Central Missouri in your community through one or more social media platforms.

Be a representative and advocate for The Food Bank.

Attend special events and speaking opportunities.

Volunteer at food pantries or your local partner agency.

I commit to...

Share content posted by The Food Bank 2–3 times per month or more.

If you want to receive volunteer hours for being an Advocate, four posts equal half of a volunteer hour and you must track and report your posts on a monthly basis.

- You can create your own or use content provided by The Food Bank.

Volunteer and attend one or more virtual or in-person events annually.

Volunteer at food pantries or your local partner agency at least once a year.

The bulk of The Food Bank’s work is in providing food to partner agencies at no cost so they can feed people in need. These organizations are local, like your town’s food pantry, senior center and community meal sites.
How do you do this?

Step 1: Apply
You can apply to be an advocate [here](#).

Step 2: Follow us on social media
Instagram, Twitter and Facebook: @TheFoodBankMO
LinkedIn: [linkedin.com/company/the-food-bank-for-central-&-northeast-missouri](#)

Step 3: Join the Facebook group:
By joining this group, you will be connected with all of The Food Bank Advocates. This is an extra resource on what’s happening at The Food Bank. We will be posting pictures, stories and events you can use to help create your social media posts.

Step 4: Create your first post
Announce that you have become an advocate for The Food Bank. Make sure your post is public and has The Food Bank tagged in it to count towards your volunteer hours.

Step 5: Check your email
We will send you monthly emails on what’s happening at The Food Bank.
Ideas for your posts

Volunteering

Share a post about your upcoming volunteer experience to let your followers know what you’ll be doing and why you’re excited about it.

Share what motivated you to pursue this volunteer opportunity.

Share stories of the impact you achieved during your volunteer experience – how many pounds of food did you sort? How many people served?

Tell others your favorite volunteer project at The Food Bank and why it’s your favorite.

Encourage your followers to go on the journey with you by becoming The Food Bank Advocate.

Post pictures of you volunteering.

Share or repost recruitment call-outs when food pantries have last-minute volunteer needs.

Fundraising

Start a virtual food drive and recruit your friends and family on social media to join in.

Share with your followers why you choose to donate to The Food Bank.

Host a food drive in your neighborhood, at work or organization you are a part of.

Share current fundraising campaigns and encourage your friends and family to contribute.

Attend or share information on a third-party event benefitting The Food Bank.

For more facts visit sharefoodbringhope.org/about

$1 helps The Food Bank purchase 10 meals
Writing a post

Use people-first language

When posting about food insecurity, remember to use people-first language. To do so, whenever you are talking about a person who has fallen on hard times, describe them as a person first and describe their situation afterward. For example, use language such as “a person with food insecurity” or “a person who struggles to pay bills” instead of a “the hungry” or “the poor.” This aims to make personhood the essential characteristic of every person. Strict adherence to people-first language can lead to awkward sentence construction and may not align with declarations of social identities, but we maintain that attuning to our shared humanity by telling stories that center people-first, rather than exploiting identities, should be an aim of progressive writing.

Reminders about conduct

Remember, always be kind and respectful when representing The Food Bank. For negative comments, just reply to them with the facts. You can include a link to one of the sources provided to you to help back you up. Do not get into arguments, we are just wanting to educate people about food insecurity. If someone comments offensive language on your post, feel free to hide it.

Pictures:
Do not visit a pantry or other partner agency to take photos or videos. Advocates may not take photos or videos of people or their vehicles using the services of a hunger-relief organization to protect their privacy and confidentiality. The Food Bank will provide photos and graphics to use.

Terms to use
- alleviate hunger
- malnourished person
- undernourished person
- daily undernourishment
- farm to table
- farmer
- food poverty
- food security
- food insecurity
- food and nutrition security
- food sovereignty
- hunger
- safety net program
- starvation

Terms not to use
- fight hunger
- famine
- food stamps
- the hungry
Examples of people-first posts

The Food Bank for Central & Northeast Missouri

Today on #WorldFoodDay, more than 113 million people across 53 countries experience acute hunger requiring urgent food, nutrition and livelihoods assistance. Here’s more on how we all help and be #FoodHeroes 🙌 https://bit.ly/36KSvGh

Suggested accounts to follow:
• Feeding America
• Feeding Missouri

The Food Bank for Central & Northeast Missouri

If none of us helped, millions of people would go hungry in America. Each one of us can do something, take action, and together we can end hunger one helping at a time. You can make a difference this #HungerActionMonth. sharefoodbringhope.org/give-help

Suggested accounts to follow:
• Feeding America
• Feeding Missouri
Food Insecurity 101

What is food insecurity?

According to Feeding America says “Food insecurity describes a household’s inability to provide enough food for every person to live an active, healthy life. Food insecurity is one way we can measure and assess the risk of hunger.”

Currently, 1 in 7 Missourians struggle with food insecurity. For children, it is 1 in 6.

The effects of food insecurity

According to Feeding America, food insecurity can have a wide impact, depending on each individual’s circumstances. Some of the most common, yet complex, effects of food insecurity include:

- Serious health complications, especially when people facing hunger are forced to choose between spending money on food and medicine or medical care;
- Damage to a child’s ability to learn and grow; and
- Difficult decisions for seniors – often living on fixed incomes – such as choosing between paying for food and critical healthcare.

What is SNAP?

SNAP stands for the Supplemental Nutrition Assistance Program. SNAP is a federal program that helps millions of low-income Americans put food on the table. Across the United States there are 9.5 million families with children on SNAP.

Federal eligibility for SNAP is limited to people with gross incomes up to 130% of the federal poverty line – meaning a family of four can make no more than $2,633 a month to receive benefits. Able-bodied adults without dependents can only receive three months of benefits during any three-year period if they’re not working a minimum of 20 hours per week or participating in a training program. Learn more about college student requirements here.

Share your story

If you have ever used a food pantry in the past and are comfortable, share your story! What was your experience like and how did you get help? If you have used SNAP before, share your experience with that. What are the requirements and benefits?
100,000 people served monthly in 32 counties

One in seven Missourians struggle with food insecurity, and for children it is worse at one in six. This means thousands of Missourians lack enough nutritional food to regularly eat healthy. Our mission is to end hunger in our communities.

We help communities...

15,120 Volunteers contributing 106,260 hours, worth $2.7 million

32,862,633 pounds of food distributed, worth $50 million

27,654,105 meals served through programs and partner agencies

The bulk of The Food Bank’s work is in providing food to partner agencies at no cost so they can feed people in need. These organizations are local, like your town’s food pantry, community meal sites or shelter.

Among the most vulnerable to food insecurity are students. To learn and grow, they need nutrition. That’s why The Food Bank operates the Buddy Pack Program and school pantries.
The Food Bank’s Mission

Mission Statement:
Through empowerment, education and partnerships, The Food Bank for Central & Northeast Missouri brings together community resources to feed people in need.

Vision
To lead and collaborate to end hunger in the communities we serve.

Values
RESPECT - We hold our partners, teams members and those we serve in the highest regard.

INTEGRITY - We promote honest, ethical conduct and transparency in our actions and deeds.

STEWARSHIP - We protect our philanthropic and financial resources to maximize our community impact.

COMPASSION - We alleviate hunger and aim to help those we serve improve their quality of life.
Frequently Asked Questions

How do I join The Food Bank Advocates Facebook group?
You can join the group by searching “The Food Bank Advocates” in the search bar on Facebook. Once you’re there, click join.

How do I track my volunteer hours for this project?
For every 4 unique social media posts, you will receive half of a volunteer hour. Volunteer events you attend will count as a regular volunteer hour. You can keep track of your hours by tagging The Food Bank in each of your social media posts and sending a screenshot of each post you make monthly to kketsenburg@sharefoodbringhope.org.

What if I only use one social media platform?
You are able to use one social media platform. You can post as much as you want on any platform you choose. We do recommend you post on the platform you are most comfortable with.

What if I’m not very good at social media?
You don’t have to be a pro or have thousands of followers to be an ambassador. The goal is to spread awareness and that looks different for everyone.

What can get me removed from being an advocate?
Offenses include but is not limited to: your social media accounts using threatening language or hate speech or repeated violations of The Food Bank’s guidelines on the correct terms for talking about food insecurity, and posting images/information of participants using our services (unless directed by TFB/or they are posting their own stories).
FLOAT YOUR BOAT
Spring
Bass Pro Shops Lake, Columbia
Float Your Boat challenges teams to build and race boats made entirely of cardboard and duct tape. Participate by signing up to volunteer or as a participant in the competition.

NALC STOMP OUT HUNGER DRIVE
Spring
Every year, the National Association of Letter Carriers holds a nation-wide food and fund drive, picking up people’s donations from their mailbox. You can work as a volunteer to help receive and sort the donations.

HOPE FOR HEROES 5K
Summer
This annual 5K raises money to help The Food Bank provide nutritional food for heroes in need, including through the VIP Veteran Pack Program for Veterans. Participate by signing up to join the run/walk in the race itself or as a volunteer.

SCORE AGAINST HUNGER GAME
Fall
Memorial Stadium, Columbia
Join in celebrating 25 years of tackling hunger with the Mizzou Athletics. In 1995, The Food Bank partnered with the University of Missouri football team to hold what was then called the Sack Hunger game. You can participate as a volunteer.

BLACK AND GOLD GAME
Spring
Memorial Stadium, Columbia
Another component of the Score Against Hunger campaign, the Black and Gold Spring Game is Mizzou Football’s first showcase of the year. You can participate as a volunteer.

TASTE OF THE TIGERS
Fall
Memorial Stadium, Columbia
The annual taste and experience event features tailgate-inspired food and drinks, appearances by Mizzou Athletics personalities and more. Proceeds go toward the Missouri Tigers Score Against Hunger campaign, The Food Bank’s largest annual fundraising campaign. Participate as a fundraiser or volunteer.

PARTNERSHIP AGAINST HUNGER
Fall
The Food Bank’s biggest annual food drive, Partnership Against Hunger unites grocery stores, TV and radio partners across the service area. You can sign up to volunteer at multiple locations in Columbia.

ONE FOR ONE
Winter
One for One is The Food Bank’s premier holiday food drive, helping get supplies to families so they can celebrate the holidays. You can volunteer at a number of locations in Columbia.