



# Communications Toolkit

We're so glad you chose to partner with us this year to work toward the tipping point in cultural change on food waste!

In addition to this Toolkit, we have created a week-of social media calendar with downloadable graphics and copy-and-paste captions for Facebook, Instagram, and Twitter! You can download this year's social media calendar [here](#). We have a Spanish version of our social media calendar [here](#), as well as other resources in Spanish [here](#).

If you have any questions, feel free to email us at [Contact@FoodWastePreventionWeek.com](mailto:Contact@FoodWastePreventionWeek.com).

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## // Target Audiences

### >>>Your internal workforce

Inspire your staff and employees to learn about food waste prevention and to engage in Food Waste Prevention Week activities

### >>>The general public

Engage the general public through social media messaging and news coverage

### >>>Your professional network

Reach out to your professional network of partners and colleagues with shared messaging about Food Waste Prevention Week

# // Preparing for Launch Day

- Schedule time with your organization's leader(s) to establish buy-in and support for FWPW activities
- Issue an all-staff communication in writing or video (newsletter, blog post, video message, or e-blast) announcing FWPW and the Pledge
- Designate and orient staff best positioned to lead or assist coordination of Food Waste Prevention Week activities
- Issue a local press release about your organization's food waste prevention efforts; this should go out **before** April 10, 2023
- Place web banners from the FWPV communications toolkit (see downloads below) on internal and external-facing websites for the week
- Post social media messages related to the launch of the week
- Schedule time with your Director or Department Head to tape a video message for the workforce
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare FWPW in their jurisdiction during the week of April 10-16, 2023
- Obtain final organizational approval for social media messages to be posted throughout the week
- Obtain final organizational approval for co-branding any print materials with your logo
- Arrange to print, disseminate and display co-branded posters for lobbies/public waiting spaces. Designate a staff member to coordinate distribution of the posters
- Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate

# // Advance Prep Overview & Checklist

## **Recommended completion by February 27, 2023 - One Month Prior**

- Meet with your Agency Director or Department Head to establish buy-in and support for FWPW activities.
- Schedule time with your Agency Director or Department Head to tape a video message for the workforce. (see template)
- Designate and orient staff best positioned to lead, or assist with, coordination of FWPW activities.
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare FWPW in their jurisdiction during the week of April 10-16, 2023.
- Ask Communications to follow @SavetheFoodFL on social media platforms.

## **Recommended completion by March 20, 2023 - 3 Weeks Prior**

- Obtain final organizational approval for co-branding any print materials with your logo. Arrange to print, disseminate and display co-branded posters for lobbies/public waiting spaces.

## **Recommended completion by April 3, 2023 - One Week Prior**

- Finalize a Leadership Endorsement on Food Waste Prevention Week.
- Finalize the video script with organizational context, shoot the video message and make any final preparations for dissemination to the workforce.
- Share “Proud to be a FWPW Partner/Sponsor” on social media & LinkedIn (This post is available [here](#))

## **Recommended completion by April 6, 2023 - Last Business Day Prior**

- Obtain final organizational approval for social media messages to be posted throughout the week and designate a staff member to post the messages and associated videos/ resources on public-facing platforms, as appropriate.
- Task a designated staff member to post approved co-branded images or web banners to internal and/or external websites, as appropriate.
- If your organization will issue a press release or engage local media outlets, finalize the press release to be issued on or prior to April 6th. Remember to identify a spokesperson to be ready to respond to any media inquiries.

# // Templates for Messaging

*Click to download:*

[Leadership endorsement](#)

[State agency and partner announcement template](#)

[2023 FWPW press release template](#)

[Leadership video script](#)

[Local jurisdiction proclamation](#)