

FOOD WASTE PREVENTION WEEK

PARTNER TOOLKIT



WWW.FOODWASTEPREVENTIONWEEK.COM



Thank you for participating in Food Waste Prevention Week!

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

This toolkit is a resource designed to help you spread the word that food waste is a solvable problem, and we can all do something to reduce food waste at home, at work, and in our community.

If you have any questions, feel free to email us at hello@FoodWastePreventionWeek.com or visit our website <https://foodwastepreventionweek.com>.

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TARGET AUDIENCES

Knowing your audience is an important first step in determining what kind of event and resources will work best. Below is a list of audiences that you or your organization can reach out to with food waste prevention messaging.

Your internal workforce

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

Schools

- Engage students and teachers with free online resources like lesson plans, videos, and student contests.

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

Below are some tips and ideas for launching a successful Food Waste Prevention Week (FWPW) at your school, office, or in your community.

- Schedule time with your organization's leader(s) to establish buy-in and support for FWPW activities.
- Make sure you and your team, colleagues, etc. are following Food Waste Prevention Week on social media (Facebook, Instagram, and X).
- Issue an all-staff communication in writing or video (newsletter, blog post, video message, or e-blast) announcing FWPW. Templates can be found on the Partner Portal page of the website.
- If you are planning an in-person event, be sure to share the event with the Food Waste Prevention Week team, so we can help promote it on our website. See the Events tab on the website to submit an event.
- 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 Food Waste Prevention Week. Templates for press releases can be found on the Partner Portal page of the website.
- Create your own unique social media posts related to food waste and tag Food Waste Prevention Week. Partners and Sponsors of FWPW have access to a week-of social media campaign, including posts and captions located under the Resources tab of the website.
- Schedule time with your Director or Department Head to tape a video message for the workforce. A template for this message can be found on the Partner Portal page of the website.
- Secure space on public meeting agendas, as appropriate, to have elected officials formally proclaim or declare FWPW in their jurisdiction during the week.
- Obtain final organizational approval for FWPW-related 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 - 1 Month Prior

- ☐ Meet with your Agency Director or Department Head to establish buy-in and support for FWPW activities.
- ☐ Schedule time with your Director or Department Head to tape a video message for the workforce or community (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.
- ☐ Ask Communications to follow Food Waste Prevention Week on @foodwastepreventionweek on social media platforms (Facebook, Instagram, and X).

Recommended Completion - 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.
- ☐ Create your own social posts related to your organization and food waste or download our graphics and templates located under the Resources tab on the website.

Recommended Completion - 1 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.
- ☐ Obtain final organizational approval for social media posts 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. Make sure to tag @foodwastepreventionweek so the FWPW team can reshare your posts!
- ☐ 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 Food Waste Prevention Week. Remember to identify a spokesperson to be ready to respond to any media inquiries. A press release template is available on the Partner Portal page of the website.

MESSAGING TEMPLATES

Organizational messaging templates are provided under Resources on the Partner Portal page of the website to help get the word out about Food Waste Prevention Week to your organization and local community:

Leadership Endorsement

- This can be used for community, nonprofit, educators or other organizations when endorsing FWPW.

Partner Announcement Template

- This can be used for agencies when announcing their partnership with FWPW.

FWPW Press Release Template

- This can be used for organizations submitting a press release related to a food waste event in their community.

Leadership Video Script

- This script can be used by leaders who are asked to speak on video.

Proclamation

- This can be used for local jurisdictions who acknowledge food waste prevention week in their community.

SOCIAL MEDIA

Social media plays a pivotal role in raising awareness about food waste prevention. Ready-made graphics and simple steps have been compiled to assist individuals, schools, organizations, or companies in educating and engaging their online audiences in efforts to prevent food waste

Our very own set of animated Giphy stickers are available for Facebook and Instagram Stories! See below for instructions about how to use these.

Social Calendar and Graphics

Social Media Calendar and Posts

- We have created a week-of social media calendar with premade graphics and copy-and-paste captions for social media.

Available on the website under Resources_ Campaign Social Media Resources.

How to share Food Waste Prevention Week on Social Media

Step 1 - Create your own posts OR use our ready-made graphics

One of the best ways to spread awareness and show your support of Food Waste Prevention Week is to create your own content about how you or your organization is taking steps to fight food waste! Some fun and easy posts ideas are:

Take a video of:

- How you or your family created a delicious new meal using leftovers or food about to go bad
- How your classroom, office, or community is combating food waste
- Your friends, coworkers or colleagues at a food waste prevention event

Snap a quick photo of:

- Your grocery list
- You or your family buying the less-than-beautiful food at a farmers' market
- A meal you made using leftover food
- Your organized fridge or pantry
- You or your family doing some of our easy food storage tips (tips found [here](#))
- A food waste prevention event in your school, office, or community etc.

Use one of our ready-made graphics.

Step 2 - Share and follow us on social media

Facebook - [@FoodWastePreventionWeek](#)

Instagram - [@foodwastepreventionweek](#)

X (Twitter) - [@savethefoodweek](#)

- Share your posts and tag us in the photo/video or in the comments
- Add these hashtags to your photos and videos
#FWPW #FoodWastePreventionWeek



Step 3 - Use our Giphy stickers on Facebook and Instagram Stories

We have created a fun set of animated gif stickers for you to add to your Stories on Facebook and Instagram to promote food waste prevention.

How to use Giphy stickers

1. Open your Facebook or Instagram app and click the "Create Story" option at the top left
2. Take or add your photo or video
3. Click the "Stickers" Icon (Figure 1)
4. Click the "GIF" button (Figure 2)
5. Use these keywords to search food waste stickers: *FWPW*, *food waste*, *food waste prevention*, *food waste prevention week* (Figure 3)
6. Click the sticker you want to use and add it to your story (Figure 4)
7. Click the "Stickers" Icon again and click the "@TAG" or "@MENTION" sticker and tag @foodwastepreventionweek (Figure 2)



Figure 1

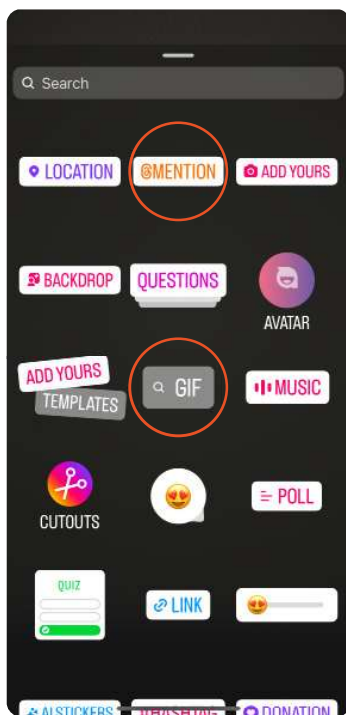


Figure 2

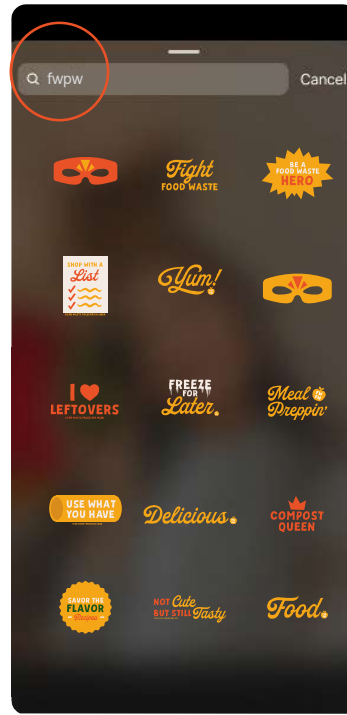


Figure 3

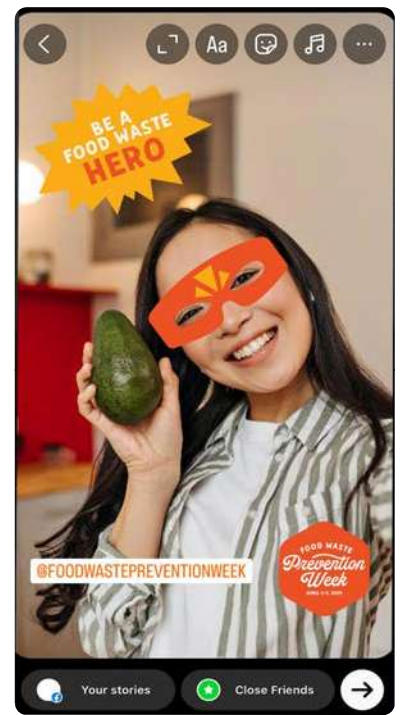


Figure 4

FWPW MAIN BRAND GUIDELINES

FOOD WASTE
Prevention
Week

PRIMARY LOGO

FOOD WASTE
Prevention
Week

FOOD WASTE
Prevention
Week

FOOD WASTE
Prevention
Week

FOOD WASTE
Prevention
Week

#F9EFEA

#FBAC18

#EC5126

#4D9911

#19541B

TYPEFACES

**PALMER
SANS SERIF**

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Palmer Script

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Avenir

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

SOCIAL MEDIA



ADDITIONAL RESOURCES

A variety of additional communication resources for our Partners and Sponsors are available under Bonus Resources on the website including:

“Bread to Tap” brewery event resources

Resources for libraries

Food waste tips and resources for schools

Food Waste Scorecard

Bonus Resources