



FOOD HEROES

In Your Neighborhood

FOOD WASTE PREVENTION WEEK 2026 RESOURCES

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 wasted food is a solvable problem, and we can all do something to prevent wasted food 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 www.foodwastepreventionweek.com.

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FOOD HEROES IN YOUR NEIGHBORHOOD BRANDING



PRIMARY LOGO



TEXT LOGO

**FOOD
HEROES**
In Your Neighborhood

**FOOD
HEROES**
In Your Neighborhood

**FOOD
HEROES**
In Your Neighborhood

#FCD80A

#25AAE1

#ED1A89

#000000

TYPEFACES

ACUMIN PRO

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

Amplitude Condensed

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

**OPEN SANS
CONDENSED**

ABCDEFGHIJKL
MNOPQRSTUVWXYZ



SOCIAL MEDIA - CANVA TEMPLATES



Logo Posts

Available in three color options, Can be used to introduce the 2026 theme or serve as closing slide to the end of carousel posts.

Link

<https://canva.link/lrgs6vm6g1toemp>

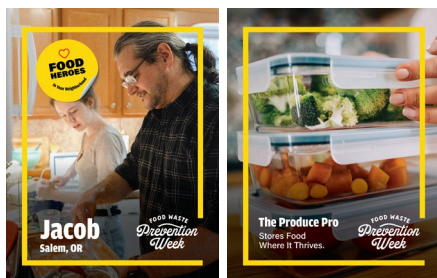


Frames

Available in three color options, designed to showcase photos in a clean, engaging layout.

Link

<https://canva.link/fecgalbkri415vg>



Line Frames

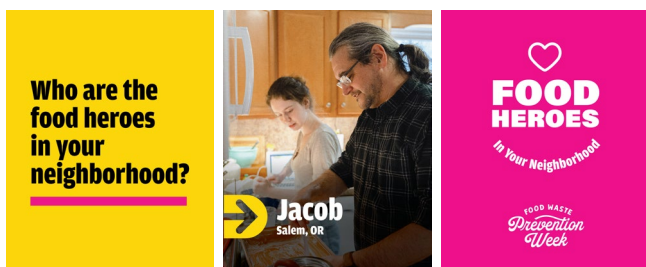
Available with or without the sticker element, can be used to spotlight Food Heroes or share quick tips

With Sticker Link

<https://canva.link/qgxx3s16k50tr4r>

Without Sticker Link

<https://canva.link/j54ab4pynfjnt19>



Carousel

Text graphic can be used to break up visuals and highlight key messages

Link

<https://canva.link/e16gi6d6sx5nfnw>

SOCIAL MEDIA - CANVA TEMPLATES



Sticker

Can be used to spotlight Food Heroes

Link

<https://canva.link/9r8yaxxuodan9>



Photos

A collection of curated stock photos that can be used when original photography isn't available.

Link

<https://canva.link/u2x2ecx27ekfaez>



FOOD HERO NOMINATION DIRECTIONS

The Six Food Hero Categories

BADGE

The Cart Strategist

The Crisper Whisperer

The Just-Enough Genius

The Fridge Remix Artist

The Sniff Sleuth

The Ripeness Ranger

RECOGNIZED FOR

Buys only what they'll actually use

Stores food so it lasts

Cooks the right amount — no more, no less

Turns last night's leftovers into tomorrow's meal

Trusts their senses over the expiration date

Knows exactly how and where produce ripens

For Nominators — How to Nominate

1. **Pick your Food Hero.** Think of someone in your life who fits one of the six categories above — or create a category of your own!
2. **Message your person.** *"The theme for Food Waste Prevention Week this year is 'Food Heroes in Your Neighborhood' and I nominate you."*
3. **Ask them to share a photo** and one sentence or bullet point on why this work matters to them.
4. **Grab a template from the website.** Add their name, photo, and category. Some suggested categories are on the site. Don't see one that fits? Create your own.
5. **Caption the post.** *"I'm nominating [First Name] as [Category] because ___."*
6. **Tag @foodwastepreventionweek** and **your nominee** so they get notified. Use **#FoodHeroesInMyHood** on every post.
7. **Post and share to your story.**
8. **Ask your nominee to pass it on within 48 hours.** They should nominate their own Food Hero and repeat the steps above.

For Nominees — What To Do When You're Tagged

1. **You'll get notified** when someone nominates you — check your tags/DMs.
2. **Post your own badge.** Use the template to share your category, or repost the story you were nominated in.
3. **Keep the kindness going.** If you've been nominated, recognize another Food Hero in your community.

Partner Admin Checklist

- ☐ Monitor **#FoodHeroesInMyHood** daily during the campaign window
- ☐ Re-share every eligible tagged story to your account **within 24 hours** — this is what keeps momentum visible once the original story expires
- ☐ Save all re-shares to a **“Food Heroes” Highlight** on your profile so nominations stay visible past 24 hours
- ☐ **Confirm nominee opt-in before featuring anyone publicly.** The moment a tag comes in, send a templated follow-up DM: “Hi [Name], you were nominated by [Nominator] for FWPW’s Food Heroes campaign — reply YES if you’re okay with us sharing/reposting.
- ☐ Post a **weekly recap** (feed carousel or grid post) crediting that week’s nominees — this is your one evergreen, searchable post per week
- ☐ Seed the hashtag with 5–10 nominations from staff/known community members **before public launch**, so the feed isn’t empty on day one
- ☐ Close nominations on a fixed date tied to Food Waste Prevention Week and announce it up front

One Rule That Applies to Every Post

Be certain to use the hashtag **#FoodHeroesInMyHood** so Food Waste Prevention Week can keep track of nominees.