



Third-Party Event Writing Style Guide

Vision: We pursue a future in which all children have access to the nourishment that fosters their lifelong health and limitless potential.

Mission: Kids' Food Basket nourishes children to reach their full potential.

Values:

- Working toward equity
- Being accountable to our community
- Honoring every resource gifted
- Being better than the day before
- Cultivating a positive and healthy environment

Tone & Style:

- Use clear, dignifying, and inclusive language
- Reflect our values and mission in all messaging

See next page for social media writing examples!



Third-Party Event - Social Media Copy

- We all want children to have the healthy food needed to succeed in school and life. Join me in supporting Kids' Food Basket's mission to nourish children to reach their full potential! From *(dates)* I will be *(fundraiser information)*. Learn more about KFB at kidsfoodbasket.org
- Not all kids have consistent access to nutritious food. Together, we are doing something about it! Join me from *(dates)* for the *(fundraiser name)* that supports Kids' Food Basket's mission — to nourish children to reach their full potential! Learn more about KFB at kidsfoodbasket.org
- Join me from *(dates)* for the *(fundraiser name)* that supports Kids' Food Basket's mission — to nourish children to reach their full potential! When kids have consistent nutritious meals from KFB, attention increases, test scores go up and kids can focus on being kids. Learn more about KFB at kidsfoodbasket.org
- Tomorrow's teachers, scientists and leaders are today's children. To get there, they need our community's support. Join me from *(dates)* for the *(fundraiser name)* that benefits Kids' Food Basket! Your support of my fundraiser helps KFB continue to provide healthy food that nourishes West Michigan children to be their best in school and life. Learn more about KFB at kidsfoodbasket.org
- All children deserve access to healthy food! That's why I am supporting Kids' Food Basket's mission to nourish children to reach their full potential. Join me from *(dates)* for the *(fundraiser information)*. Learn more about KFB at kidsfoodbasket.org
- Did you know that Kids' Food Basket provides thousands of healthy evening meals to local students every weekday? I am supporting KFB's mission to nourish children to reach their full potential by *(fundraiser information)*. By contributing to my fundraiser from *(dates)*, you are making a difference in our community! Learn more about KFB at kidsfoodbasket.org
- Transportation, financial uncertainty, housing and nutrition knowledge are only some of the barriers that prevent our neighbors from accessing healthy food. As a food equity organization, Kids' Food Basket is committed to ensuring that our community's kids are nourished to reach their full potential. That's why I am supporting KFB! Join me from *(dates)* for the *(fundraiser name)*. Learn more about KFB at kidsfoodbasket.org