



## **Toolkit: #SupportPaFoodBanks ‘Twitter Chat’**

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**When:** Thursday, May 20, 2021 at 10:00-10:30 AM ET

**Overview:** The State Food Purchase Program (SFPP) and Pennsylvania Agricultural Surplus System (PASS) are our PA’s two **main anti-hunger programs** and they both need to be adequately funded as demand remains high. We need your help to advocate for **\$24 million for SFPP** and **\$5 million for PASS** in the state’s 2021-22 fiscal year budget.

**Who can participate:** Whether you are a food bank, legislator, organization, or individual – you can participate! We are looking to hear **your perspective** on how these programs benefit Pennsylvanians. You might not answer every question, but you can answer **all that apply to you!**

**How to get involved:** Do you have a Twitter? Great! We have made it as simple as possible for you to get involved! Your participation will help spread public awareness to SFPP and PASS, as well as encourage grassroots supporters to take action through the action alert. **Make sure to use the hashtag: #SupportPaFoodBanks**

**Have questions?** Email Corinne Foster at [cfoster@feedingpa.org](mailto:cfoster@feedingpa.org)

## **Pre Twitter Chat Tweets – Simply Right Click “Click to Tweet” to post!**

Date	Tweet	Link
Friday, May 14, 2021	🔔 On Thursday, 5/20, at 10 AM ET, join @feedingpa's Twitter Chat to #SupportPaFoodBanks and learn why investments in PASS & SFPP are critical! bit.ly/2Qenm9m	<a href="#">Click to Tweet!</a>
Monday, May 17, 2021	#DYK: 🔔 @feedingpa is hosting a Twitter Chat to #SupportPaFoodBanks ? Join us on Thursday, 5/20, at 10 AM and tell your perspective on why an increase for SFPP & PASS is needed! bit.ly/2Qenm9m	<a href="#">Click to Tweet!</a>
Wednesday, May 19, 2021	🔔 Join @feedingpa's Twitter Chat on Thursday, 5/20, at 10 AM ET to learn ways we can #SupportPaFoodBanks through increased funding for SFPP & PASS! bit.ly/2Qenm9m	<a href="#">Click to Tweet!</a>
Thursday, May 20, 2021	ACTION NEEDED! 🔔 Help us advocate to increase funding for SFPP & PASS – PA’s two main anti-hunger programs. TODAY, at 10 AM ET, join @feedingpa's Twitter Chat to discuss ways to #SupportPaFoodBanks bit.ly/2Qenm9m	<a href="#">Click to Tweet!</a>

## Twitter Chat Script + Questions (Thursday, 5/20, 2021 @ 10am)

Answer the questions in grey! We want to hear your perspective!

Time	Account	Copy
10:00	@feedingpa	Hello & welcome to the #SupportPaFoodBanks Twitter Chat! Thanks so much for joining us to discuss the need for increased funding for SFPP & PASS – PA’s two main anti-hunger programs. To learn more about these programs please visit: <a href="https://www.feedingpa.org/2021/04/increase-pass-sfpp/">https://www.feedingpa.org/2021/04/increase-pass-sfpp/</a>
10:05	@feedingpa	<b>Q1:</b> Let’s get started! First, who is joining us today? Tell us a little bit about who you are and what you do! #SupportPaFoodBanks
Between 10:05-10:10	PARTICIPANT QUOTE TWEETS QUESTION	<b>Sample Tweet:</b> Hi, [FOOD BANK] here! We serve clients in [##] counties through our network of partner agencies. Excited to participate today! #SupportPAFoodBanks  <i>Other ideas: [Organization/title, relationship to food banks, # of counties served, # of agencies, etc.]</i>
10:10	@feedingpa	<b>Q2:</b> Let’s talk about hunger in PA. How many individuals are affected by hunger in your territory? #SupportPaFoodBanks
Between 10:10-10:15	PARTICIPANT QUOTE TWEETS QUESTION	<b>Sample Tweet:</b> We are currently serving about [##] clients per month. This is about a [%%] increase from pre-pandemic numbers. Thankfully, this is down from our peak of [#] but is still far too high. #SupportPAFoodBanks  <i>Other ideas: [# of clients served, pre-pandemic/covid-19 statistics, examples of ways you adapted, etc.]</i>
10:15	@feedingpa	<b>Q3:</b> The State Food Purchase Program (SFPP) provides funds to every county in PA to help fill in the gaps for food assistance. What are the impacts of this program in your area? #SupportPAFoodBanks
Between 10:15-10:20	PARTICIPANT QUOTE TWEETS QUESTION	<b>Sample Tweet:</b> SFPP allows our partner agencies to purchase items that fill in the gaps for USDA commodity distribution. For example, if we receive pasta from USDA, SFPP can help purchase pasta sauce. #SupportPAFoodBanks  <i>Other ideas: [Provide an example of how you utilized SFPP, explain how an increase to SFPP will affect Pennsylvanians, etc.]</i>

<b>10:20</b>	@feedingpa	<b>Q4:</b> PASS directly benefits agriculture and allows PA food banks to offer a diverse range of local products to clients. What are the greatest benefits to this program? #SupportPaFoodBanks
<b>Between 10:20-10:25</b>	PARTICIPANT QUOTE TWEETS QUESTION	<p><b>Sample Tweet:</b> Stories of PA farmers dumping excess product at the beginning of this pandemic was devastating to us as food bankers. PASS helps mitigate that food waste and puts it in the hands of neighbors in need. #SupportPAFoodBanks</p> <p><b>Sample Tweet:</b> Thanks to the funding available through the PASS program, our clients are able to enjoy the crunch of Chester County grown apples all year long, totaling up to 35,000 pounds last year!</p> <p><i>Other ideas: [Provide a story of how you utilized PASS, describe a partnership with PASS vendor, explain how PASS helps PA food banks &amp; PA agriculture]</i></p>
<b>10:25</b>	@feedingpa	<b>Q5:</b> As we've seen today, SFPP and PASS are vital lifelines for so many Pennsylvanians. How can people who care about hunger in their community and want to support their local food bank get involved? #SupportPAFoodBanks
<b>Between 10:25-10:30</b>	PARTICIPANT QUOTE TWEETS QUESTION	<p><b>Sample Tweet:</b> Tell State Lawmakers to #SupportPaFoodBanks today by increasing PASS and SFPP— our state's leading anti-hunger programs. TAKE ACTION! #supportpafoodbanks <a href="https://hungerfreepa.salsalabs.org/actionalertmarch2021/index.html">https://hungerfreepa.salsalabs.org/actionalertmarch2021/index.html</a></p> <p><i>Other ideas: [Our goal for this last tweet is to get supporters to email their state lawmakers. You can use this exact sample tweet or think of something else!]</i></p>
<b>10:30</b>	@feedingpa	And the #SupportPaFoodBanks Twitter Chat is a wrap! Thank you for joining for this important conversation. Tell State Lawmakers to increase SFPP & PASS! Take Action Now: <a href="https://hungerfreepa.salsalabs.org/actionalertmarch2021/index.html">https://hungerfreepa.salsalabs.org/actionalertmarch2021/index.html</a>

## FAQs

### 1. What is a Twitter Chat?

- Twitter chats are conversations that occur on Twitter at a designated date and time about a certain topic. Every Twitter chat has a hashtag, which allows anyone on Twitter to follow the chat or even participate. Our hashtag is #SupportPaFoodBanks.
- Many Twitter chats have a host or moderator (in our case it is @feedingpa) who will lead the discussion by tweeting questions or topics for participants to comment on and discuss.

### 2. What should I do at 10am on Thursday, 5/20?

- To get started with the Twitter Chat, head to Twitter and go to the @feedingpa profile! Refresh your screen every 5 minutes so that you can see each new question!

### 3. What does “Quote Tweet” mean?

- When using Twitter's Retweet icon, your Retweet or Quote Tweet will reference the Tweet you are sharing.

Example:



### 4. How can I get state lawmakers involved?

- As we begin to post the premade tweets to promote the Twitter Chat, think of any meetings your food bank has had with state lawmakers.
- For an example, Feeding PA recently met with State Rep. Stan Saylor to speak about SFPP & PASS. We can post the premade tweet and the quote tweet the tweet to tag State Rep. Stan Saylor to bring him into the conversation!

