

HOPS FOR HUNGER

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Welcome to Hops For Hunger!

It's official – you're a participant of the first annual Hops For Hunger campaign this November! We are thrilled to have you join us! Your generosity does not go unnoticed, and we want this campaign to be as beneficial for you as it is for the 2 million people served by 9 member food banks and 3,000 partner agencies. This document is designed for you to choose what you use – from tips and tricks to graphics and social samples. All of it is customizable for you and your brewery.

What is Hops For Hunger?

The Hops For Hunger campaign is a month-long, statewide fundraiser in November that is developed for breweries to raise money for Feeding Pennsylvania's mission and support the development of nutrition education resources created by PA Eats for Feeding Pennsylvania's network of food pantries.

Why Participate?

Hops for Hunger will encourage PA breweries to raise money for our hungry neighbors over the course of 30 days. Participants will receive full support from Feeding PA, PA Eats, and Breweries in PA in all areas for joining us in the fight against hunger, including:

- Minimum of four (4) mentions across Feeding PA, PA Eats, and Breweries in PA social platforms, which totals over 70,000 followers across Facebook and Instagram.
- Mention in press release announcing event
- Sample social media posts
- Page specific to promotion on the Feeding PA, PA Eats, and Breweries in PA website
- Activation kit including table tents, posters and information packet

Campaign Goal:

Our goal is to partner with 50+ breweries in our 67-county service area from Nov. 1 to 30. Each participating brewery to be challenged to raise at least \$1,000.

Timeline:

October 1-15: Campaign announcements begin! Use the sample social media posts below to tell your followers about your participation in Hops For Hunger! Start sending teasers about your events/specials!

October 16-31: Announce and promote your events/specials! For ideas, see ways to raise funds below!

November: Promote your events/specials all month long! Be sure to tag @feedingpa and @paeats! Encourage your followers to post their support of the event!

Fundraising Tips and Tricks:

- **Make it simple and easy.** No one wants a confusing process, so make it as simple as possible. You can raise money in a variety of ways, such as:
 - Donating a percentage of proceeds from a “Hops for Hunger” special
 - Hosting a special event and donating a percentage of proceeds
 - Encouraging patrons to round up and/or add donations to their bill
 - Designating a Hops For Hunger beer and donating \$1 for every pint you sell
 - Coming up with your own idea! We encourage you to be creative and have fun!
- **Share what’s happening on social.** People are always looking for cool opportunities and ways to get engaged. Post photos of your special/event across your platforms and encourage people to come dine with you—and support a great cause while they do.
- **Get your followers involved:** Hold a photo competition and tell your followers to post a picture of your Hops For Hunger promotion. Each photo should tag your brewery, @feedingpa, and @paeats and use the campaign hashtag -- #HopsForHungerPA.
- **Reach out to your network.** If you have a mailing list, let your most loyal patrons know what you are doing this month.
- **Display information in your brewery.** If you have wall, window, counter or table space available, you can put up posters or place table tents or small slips of paper to let guests know about Hops For Hunger. See downloadable graphics below!

Media Pitch Ideas:

[Brewery] is Raising the Bar in the Fight Against Hunger- If your brewery is participating in Hops For Hunger, invite media to be there for the moment. If you can, invite a local celebrity to draw additional attention to the issue and the event.

Hops For Hunger at [Your Brewery] – Hops For Hunger is an opportunity invite media to understand how your mission ties into the partnership with PA Eats, Feeding Pennsylvania, and Breweries in PA. Be sure to provide ways for viewers to take action.

Elevate Media with Feeding PA, PA Eats, Breweries in PA - If you have big success with securing media in your local market – tell us about it! When we can, we try to have a representative from Feeding PA, PA Eats, Breweries in PA or one of our 9 local food banks located across the state.

Already have big events or announcements planned for September? - Please share these key items with us and we’ll see if a media opportunity is possible.

Marketing Collateral:

Download the following marketing materials to promote at your brewery throughout the month!

- [Table Tent](#)
- [Social Graphic - Generic](#)
- [Poster](#)
- [Hops For Hunger Logo](#)

Social Media:

- For social media graphics and captions, please follow link to our [Hops For Hunger assets](#).

Recognition & Conclusion:

At the end of the month, every brewery that participates will receive a certificate of participation in Hops for Hunger. A survey will be made for breweries to provide feedback on the Activation Kit, the promotion, how they spread the word about it, what they found useful, what resources they would like more of and if they will participate next year.

To turn in your donation, you can send it via check or our online form. All checks should be made out to Feeding Pennsylvania with Hops For Hunger in the memo and should be mailed to:
20 Erford Road, Suite 215, Lemoyne, PA 17043