

The logo for Food Day is centered on a textured, light brown background. The word "FOOD" is in large, bold, black letters. The letter 'O' is replaced by a yellow sunburst, the second 'O' by a blue water drop, and the 'D' by a black circle containing a yellow wheat stalk. A black silhouette of a rooster is perched on top of the 'D'. Below "FOOD" is the word "DAY" in the same bold, black font. The letter 'A' is replaced by a green leaf, and the 'Y' has three small orange dots above its stem.

# FOOD DAY™



## 2014 GUIDE FOR ORGANIZERS

[foodday.org](http://foodday.org)

Dear Food Day Leader,

Food Day brings together some of the most prominent voices for change in the food movement, united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it. It builds all year long and culminates on October 24.

In 2013, Food Day was celebrated with over 4,700 events in all 50 states. To make this happen, Food Day partners with hundreds of national and local groups and thousands of individuals. With your involvement, we can make Food Day 2014 an even bigger success! To get inspired by last year's Food Day, [check out the 2013 campaign report](#) with highlights of the many ways people across the country celebrated Food Day.

We hope this Guide provides you with useful advice and tools for creating great Food Day events, whether you're organizing one event, or getting the whole community involved. Food Day is your day, and it's as successful as you make it. It's up to you and your network to decide how to use Food Day to educate people and improve the food system.

As a Food Day organizer you will meet great people and have a real impact on the food movement. This Guide will serve as a tool for that success, but you also will have access to staff at Food Day's national office and other coordinators who can provide additional assistance.

Feel free to contact us for assistance as you develop your plans for Food Day 2014 at [foodday@cspinet.org](mailto:foodday@cspinet.org) or 202-777-8392. New resources and information for Eating Real year-round will be available throughout the year on [www.foodday.org](http://www.foodday.org).

Good luck and thanks for joining us!

The Food Day Team



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Photo: FCCLA

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## OUR VISION

Food Day is a nationwide celebration of healthy, affordable, and sustainably produced food, and a grassroots campaign for better food policies. It builds all year long and culminates on October 24.

Food Day was created by the nonprofit Center for Science in the Public Interest, and is possible thanks to a network of more than 100 national groups and over 80 Advisory Board members that work together to raise awareness about food issues and strengthen the food movement.

With Food Day, we can celebrate our food system when it works and fix it when it's broken. Food Day is not just a day; it's a year-long catalyst for healthier diets and a better food system. Let's use this energy to make a meaningful and long-lasting difference!

[www.facebook.com/FoodDayEatReal](http://www.facebook.com/FoodDayEatReal)  
[@FoodDay2014](https://twitter.com/FoodDay2014) [#FoodDay2014](https://twitter.com/FoodDay2014)



**“Food Day is an important occasion for us to come together to celebrate all of the opportunities for nutritious, healthy eating while also renewing our commitment to increasing those opportunities.”**

*–Representative Rosa DeLauro (D-CT)*

## CHECKLIST FOR A GREAT FOOD DAY

- \_\_\_\_\_ Hold a community forum to decide which food issues to address.
- \_\_\_\_\_ Define your target audience.
- \_\_\_\_\_ Set clear and achievable goals.
- \_\_\_\_\_ Develop a recruitment and engagement strategy.
- \_\_\_\_\_ Engage schools, businesses, local producers, policy makers around their interests.
- \_\_\_\_\_ Develop a small committee of active leaders and host regular meetings.
- \_\_\_\_\_ Outline your event, project, or policy issue.
- \_\_\_\_\_ Build your network and broaden your contacts.
- \_\_\_\_\_ Communicate what you're doing and why to partners and media, and at [www.foodday.org](http://www.foodday.org).
- \_\_\_\_\_ Run a successful event or campaign.
- \_\_\_\_\_ Follow-up and share the results.

## FOOD DAY PRIORITIES

Food Day's national priorities address overarching concerns within the food system and give common ground for building the movement. We intentionally keep our platform broad and cultivate Food Day in order to:

- Promote safer, healthier diets
- Support sustainable farms
- End hunger
- Reform factory farms
- Support fair working conditions for food and farm workers

Yet, each community faces its own challenges, and the best solutions are informed by local culture, history, and resources. A good place to start is with schools and kids—children who know where our food comes from and how to cook meals will have a big advantage when it comes to being healthy. If you teach a child to cook, a lot of other things fall into place. Use Food Day to rally everyone around shared goals. Get in touch with us, and we will help.

## THE ISSUES: FOOD DAY TALKING POINTS

### Promote safer, healthier diets

- Two out of three adults and one out of three children and adolescents in the United States are either overweight or obese.
- Fewer than 1 in 10 Americans over age 12 consume the recommended levels of total fruits and vegetables.
- Added sugars provide about 14% of total calories for the average American, and 21% for teenagers.
- The annual medical cost for obesity is more than \$150 billion, plus another \$73 billion in reduced productivity.

### Support sustainable farms

- Getting food to our tables eats up 10 percent of the total U.S. energy budget, uses 50 percent of U.S. land, and swallows 80 percent of freshwater consumed in the United States. Yet, 40 percent of food in the United States today goes uneaten because of waste in the system.
- Nitrogen and phosphorus run-off from synthetic fertilizers used in the upper Midwest leads to a “dead zone” in the Gulf of Mexico. In 2011, the dead zone was as large as Rhode Island and Delaware combined. That has serious consequences for the unique aquacultures and the local seafood economy.
- Sales of organic food and beverages in the United States grew from \$1 billion in 1990 to \$26.7 billion in 2010.

## End hunger

- SNAP benefits in 2014 will average less than \$1.40 per person per meal.
- One in seven people are enrolled in SNAP. Nearly half are children.
- 29 million Americans (~9%) live in urban and rural food deserts, according a 2013 USDA census. By this definition, a person has to travel at least 10 miles to get to their nearest supermarket.
- 45% of food-insecure Americans earn more than the SNAP threshold, and 29 percent earn more than 185 percent of the poverty line.
- In 2009, 3.4 million (8.9 percent) U.S. seniors 65 or older lived in poverty.

## Reform factory farms

- A single “Concentrated Animal Feeding Operation” (CAFO) might house well over a million hens or 50,000 cattle and produce prodigious amounts of waste.
- Farm animals are routinely fed low doses of antibiotics—the same ones used for human medicine—to promote growth. Antibiotics spur the development of antibiotic-resistant “superbugs” that cause difficult-to-treat infections in both humans and farm animals.
- On average, about one-third of a pound of fertilizer, 1,900 gallons of water, and seven pounds of grain are required to produce one pound of grain-fed beef.

## Support fair working conditions for food and farm workers

- The average annual income for crop workers is between \$10,000 and \$12,499 for individuals and \$15,000 and \$17,499 for families.
- The current federal minimum wage for someone who earns tips is \$2.13 per hour and has not been increased for the last 21 years (though some states have higher rates). Partly because of that, servers have three times the poverty rate of the rest of Americans.
- The Immokalee Workers in Florida are some of the most marginalized in the country. Since 1997, Federal Civil Rights officials have successfully prosecuted seven slavery operations involving over 1,000 workers in Florida’s tomato and orange fields.

## Food Education

- On average, kids in the U.S. get just 3.4 hours of food and nutrition education per year.
- There is a huge amount of food marketing aimed at kids—about \$1.8 billion worth a year.
- Up to one in three new cases of diabetes diagnosed in youth under age 18 is type 2 diabetes (formerly called adult-onset diabetes).
- The prevalence of type 2 diabetes in Americans under 20 years old increased by 21 percent from 2001 to 2009.
- In the long-term, obese children are more likely to be obese as adults, which can increase the risk of diabetes, heart disease, some cancers, and other chronic diseases.
- Between 1988–1994 and 2007–2008, the prevalence of childhood obesity increased at all income levels.
- Policies aimed at promoting healthy lifestyles in kids have led to promising drops in obesity rates in New York City and Los Angeles.



## Get Food Education in Every School

**Get Food Education in Every School is a national initiative created by Food Day and the Jamie Oliver Food Foundation (USA) to raise awareness about the critical importance of food education in schools across America.**

**It provides a chance to start talking about how food education should be an integrated part of the school curriculum, and that hands-on cooking and essential food skills should be taught to every child, at every school in the country.**

**If every child had the opportunity to learn about, grow, and cook food and understand the implications of food waste on the wider community, we believe they'd have the knowledge and tools to lead healthier and more fulfilling lives.**

**Supporters of the campaign include a wide array of organizations such as the American Association of Family and Consumer Sciences, The Edible Schoolyard Project, the Center for Ecoliteracy, and the National Black Child Development Institute. Individuals including nutritionist Walter Willett, Chef Ann Cooper, and Kate Adamick, Co-Founder of Cook for America, have also signed on to the campaign.**

**Learn more about the campaign and show your support:  
<http://foodeducationinschools.tumblr.com/>**



**A Food Day coordinator is someone who has the time to dedicate to stimulating multiple activities, initiatives, or campaigns sponsored by multiple organizations, a city, county, or region. Coordinators must commit to the volunteer position through October. Each coordinator's contact information is public on our website so that others in the area can get in touch. Previous Food Day celebrations were organized by several hundreds of coordinators. One important role for the Food Day coordinator is to keep track of Food Day events and eventually report them back to the state coordinator or national office.**

**Ready to bring Food Day to your community? Sign up to become a coordinator here: [www.foodday.org/coordinate](http://www.foodday.org/coordinate)**

## **PLANNING FOOD DAY**

Are you engaged in local or national efforts to ensure a healthy, local and sustainable food supply for your community? Do you work or volunteer to educate families, children or others on how to prepare, grow and appreciate delicious, fresh food? Do you operate a business that supports a healthier food system? Do you write about healthy food access, school food issues, farm-to-plate initiatives, or other sustainable food topics?

Anyone can organize Food Day activities in their community. Whether you're actively involved in efforts to reform our food system, or you're simply interested in learning more about food issues, ample opportunity is available for you to attend or host Food Day events, and get involved online.

### **Getting started:**

- Make a list of every group in the community that is actively involved with food-related issues.
- Create an organizing structure with a recruitment and retention strategy, meeting schedule, outreach plan, and committees.
- Send an email or letter outlining Food Day nationally and your local angle. Be sure to include [www.foodday.org](http://www.foodday.org) in the message.
- Ask groups to publicize Food Day through their networks: send a message to their memberships, post a blurb on their websites, tweet or post on Facebook. Most Food Day publicity comes through word of mouth.

Food Day will be as successful as you make it. Use Food Day's momentum as a way to build coalitions, advance policies, reach out to new groups, and educate the public. Don't stop where you are already known; get in touch with new groups and use Food Day to reach out to new people and other groups in your community. Start by hosting a planning meeting, going to your local food policy council meeting to talk about Food Day, or holding a conference call. Nothing compares to the impact of in-person meetings, so, if possible, gather your growing Food Day network for face-to-face discussions. You will also need a team to create great activities, so look around for the skills and insights that colleagues, friends, and community groups can contribute.

### **A planning session is instrumental to the success of your area's Food Day. Here is how to organize your first planning meeting/community forum:**

- Pick a date for the meeting before you begin inviting groups. Select a location, time, and date that maximizes turnout.
- Invite people you've never worked with. Think whom you'd ideally like to see around the table:

mayor's offices and other elected representatives, school districts, universities, food banks, state agriculture and health departments, etc.

- 👉 Draft and send out an agenda, and follow up with a call; have a student or intern help.
- 👉 At the meeting, set your goal(s) for the community, city, or state and brainstorm what Food Day can do to help reach your goals.
- 👉 Email us at [foodday@cspinet.org](mailto:foodday@cspinet.org), and someone from Food Day's national team will be happy to call in for your planning meeting.



**Are you on campus? Check out our Food Day Guide for Campus Organizers at [FoodDay.org/Resources](https://FoodDay.org/Resources) and sign up to coordinate Food Day for your college or university.**

**Together we can tackle important challenges like improving food at every college and university in the nation, and educating students and community members about injustices in the food system.**

## PARTNERSHIPS

Food matters to everyone, ranging from farmers and restaurateurs, to governments and public agencies, to schools and businesses. There is strength in numbers, so include as many of the players as possible in the planning process.

**Here are ideas for groups and individuals you could reach out to:**

- 👉 Universities and colleges, student groups, and faculty working on food issues
- 👉 School districts, nutrition services, and PTAs
- 👉 State and city public health and agriculture departments
- 👉 Farmers markets and farmers' organizations
- 👉 Food banks and anti-hunger groups
- 👉 Faith-based organizations
- 👉 Restaurants and chefs
- 👉 Supermarkets, small grocers, health food stores, and other local food businesses
- 👉 Community groups, neighborhood associations, and block groups
- 👉 Local/state medical and dietetic associations
- 👉 Local officials (mayors, city council members, legislators), food policy councils, and non-profits

## EVENTS AND ACTIVITIES

The best way to spread the message and get people involved in the campaign for a better food system is with great events. Your coalition can work together to identify its desired large-scale, public event(s): sponsoring food fairs, public hearings, and conferences on local and state food policy as well as workshops for trained organizers. At the same time, coalition members and other community

members can create their own projects. Be sure to collect attendee information and have attendees take a concrete action on site.

**Here are some individual event ideas:**

- 👉 Organize cooking or gardening classes, arrange walking or cycling tours of sustainable farms, screen films about food followed by a guided discussion (see [www.foodday.org/resources](http://www.foodday.org/resources) for suggested films), or organize a week of activities that includes all of these events and more.
- 👉 Organize an official dinner with leaders and activists at City Hall with dozens of simultaneous house/block parties.
- 👉 Incorporate Food Day into an existing community event or harvest festival around the same time as Food Day.



## Food Day Resources

Food Day offers many **resources**, including guides for organizers, schools, and campuses; media guides and sample press releases; as well as posters, brochures, recipe booklets, infographics, and more. Partners are invited to contribute to the Food Day blog. All Food Day events are registered on the national map that allows the public and media to search for events nearby.

- 👉 Hold debates, workshops, or conferences at a school, college, or commercial center.
- 👉 Expand farmers markets.
- 👉 Invite farmers to talk with restaurateurs and customers.
- 👉 Share a delicious, local, and healthy meal with loved ones, and make an online photo campaign out of it!
- 👉 Have a photo or art exhibit on food deserts or CAFOs, and invite the press, schools, and community leaders.
- 👉 Bring congregation members together and focus on food and justice.
- 👉 Organize a rally in a park with your mayor.
- 👉 Create a week's worth of food activities, perhaps by focusing on world or domestic hunger starting on World Food Day October 16, and finishing with an emphasis on health and food education for kids on Food Day, October 24.



## Food Day Lessons for Schools

A 5-day lesson plan was developed for schools by the Center for Food and Environment at Teachers College, Columbia University. The lessons motivate students to follow the Food Day Eating Goals of “Eat Real,” “Mostly Plants,” and “Not Too Much,” and help them to navigate through the food environment to find real food. We encourage schools to teach these five lessons during the week of October 24: [www.foodday.org/resources#schools](http://www.foodday.org/resources#schools)

We encourage you to engage in long-term activities and use Food Day to launch a community effort. Announce results and use them as a milestone for your action and to highlight your successes.

**Here are some long-term activity ideas:**

- Promote food education, including cooking and gardening, in schools using the Food Day curriculum.
- Improve school, hospital, and college food.
- Launch a campaign to improve or create your city's or state's food policy.
- Request calorie labeling in school cafeterias.
- Plant a community garden and use free urban spaces to grow foods.



## Food Day Online

Connect with Food Day on Twitter at [@FoodDay2014](#) and [Facebook](#).

Share your Food Day plans online with your friends, family, and community directly through the [Food Day website](#).

Launch an online petition, campaign, or pledge drive during the months leading up to October and share the results on Food Day.

Join or host a chat on Twitter about food issues important to you and your community (see [2013 Campaign Report](#) for examples).

## EVENTS IN A BOX

Need ready-made ideas? Get inspired by some events from Food Day 2013:

### **Big Apple Crunch New York City, NY**

The Big Apple Crunch started with an idea from the Mayor's Office in New York City in 2012, with approximately 400,000 New Yorkers biting into a locally grown New York State apple at the same time on Food Day. In 2013, there were over one million crunchers!

### **DC Passport Challenge Washington, DC**

The DC Passport Challenge was a series of food education activities for students at farmers markets and other locations. The school with the most students participating won a cooking demonstration with *Top Chefs* Spike Mendelsohn.

### **Eat Real Chicago! Festival Chicago, IL**

The third annual Eat Real Chicago! Festival, hosted by the City of Chicago and Building a Healthier Chicago, brought hundreds to downtown Daley Plaza. Attractions included a farmers market, raw food cooking demo, truck farm garden, as well as seed removal, saving, and swapping.

## IMPROVING FOOD POLICIES

Want a change? Be the change! Here is a menu of actions to improve the food system. Also check out “35 Ways to Change the Food System,” Food Day’s guide to model policies related to sustainable agriculture, soda, school food, and more!

### On the city and state level

- If your city or state has a food policy council, use Food Day to launch new initiatives. If not, use Food Day to announce the creation of one—like Madison, WI, did on Food Day 2012.
- Use Food Day to organize a petition or event featuring local politicians focused around gaining support for healthier vending machines and drinking water in all government office buildings, schools, parks, and other public institutions.
- Engage local politicians and the community about reworking urban agriculture zoning laws that would allow for communities to grow and sell more of their own food. Make sure to look at initiatives in San Francisco, Detroit, and Cleveland, where they have successfully rezoned for community gardens and urban agriculture.

### On the national level

- Use resources from national organizations such as the Pesticide Action Network and the Environmental Working Group to hold Congress accountable for overuse of harmful pesticides and fertilizers.
- Host a series of events that educate, engage, and activate the public on the Farm Bill and national food policy issues as they relate to your community.

## APPLE CRUNCH

On October 24, 2013, more than 1 million New Yorkers took part in the city’s Big Apple Crunch. This year we’re bringing it to the national level. Take a bite on October 24 and join thousands of others biting into an apple around the country! An apple crunch event, however big or small it might be, is easy to organize. You can crunch in the classroom, in the garden, or have a school-wide crunch and ask local farmers to donate the apples.



## Steps to holding your own Apple Crunch event

- Determine from where you will get your apples (or other local fruit/vegetable) for the Crunch.
- The New York State Apple Growers Association generously donated apples for the NYC event in 2012. Solicit donations or a commitment from local growers' associations, farmers markets, CSA producers, or healthy food retailers such as grocery stores.
- Make a media strategy.
- What outlets (TV, radio, print, other) might publicize your Food Day plans?
- Will any of these media partners consider sponsoring the event or donating money?
- Identify listservs and special media resources that might publicize Food Day events.
- Determine what kind of funds you will need to pull off the Apple Crunch.
- Think about obtaining funds for printing the Apple Crunch poster.
- Photography (can you do this in-house)?
- Additional funds needed to purchase backup apples?
- Build partnerships: Departments of Education and local superintendents, Farm to School networks, school nutrition association state leads, teachers, parents, and students, local food retailers, faith community.
- Use the map at [www.foodday.org](http://www.foodday.org) to register your participation in the Apple Crunch. Make sure to list how many people will be participating in the crunch at your event!
- Take a bite on October 24! Remember to document and spread the word on social media using the hashtag #FoodDay2014.



## ROC United Diners' Guide

Restaurant Opportunities Center United (ROC) has produced a Diner's Guide that rates restaurants based on how well they treat their workers. If you're looking for a place to host a Food Day planning meeting or a venue for your event, consider holding it in one of the highest-rated restaurants in their guide. Or, use Food Day to advocate that some of the lowest-rated restaurants step up their game and serve "just" food. The Guide is available at [rocunited.org/dinersguide](http://rocunited.org/dinersguide).



## Share Our Strength - Cooking Matters

Looking for a way to help educate youth and adults about how to shop, cook, and eat healthy on a budget? Consider becoming an instructor or store tour leader for Share Our Strength's Cooking Matters or Cooking Matters at the Store programs! In 2013, Food Day partnered with Cooking Matters at the Store to reach thousands of low-income families with needed information and resources on Food Day.



## PLANNING TIMELINE

### PLANNING TIMELINE

#### April/May

- Hold a kick-off planning session
- Decide on local priorities and committees
- Brainstorm events, petitions, campaigns, etc.
- Send out news about Food Day to your list-serve, mailing list, and website
- Outreach to new constituencies and organizations

#### July/August

- Pull together a press list or ask partners for theirs
- Start using social media @FoodDay2014 or #foodday2014
- Send us your progress updates, we'd love to know and tell others
- Register your event on [www.FoodDay.org](http://www.FoodDay.org)

#### 3 weeks before Food Day

- Finalize volunteers for event
- Hold a conference call of all hosts/coordinators

#### 3 days to Food Day:

- Send media advisory and call important outlets
- Prepare press packets for your event (press release and background information)

#### On Food Day:

- Send press release early in the morning
- Take pictures and tweet/update Facebook status
- Collect emails
- HAVE FUN, you earned it!

#### September

- Make a poster and an ad for your event/initiative
- Create a Facebook page for your community's Food Day- Begin media outreach:
  - Ask reporters/editors for a background meeting
  - Write and submit op-eds
  - Write and place letters to the editor
  - Try to get feature stories in papers and magazines

#### Day before:

- Send final event reminders to everyone
- Share your final plans on social media

#### Post Food Day:

- Hold a thank-you party for superstars and committee members
- Report back to the national Food Day office
- Develop next steps... and plan for Food Day 2015!

## REGISTER YOUR EVENT!

Use the Food Day website to register and collect RSVPs for your Food Day event. Once you have registered your event(s), spread the word by sharing it with your colleagues, friends, and family. Others will also be able to find your events by searching locally through a ZIP code search or browsing a map of Food Day events.

IMPORTANT! Share your photos, videos, and event highlights after Food Day. Connect your activities to Food Day on Twitter at @FoodDay2014 and on Facebook at: [www.facebook.com/FoodDayEatReal](http://www.facebook.com/FoodDayEatReal).



## Sharing photos and videos

Make sure to share photos and videos of your events with the entire Food Day community on our Instagram, Pinterest, and YouTube pages on and around October 24. You can also share milestones along the way to October 24: planning meetings, community rallies, etc. Upload your Food Day videos to YouTube, include “Food Day” in the tag and description, and we’ll favorite as many as we can. Share photos on the Food Day [instagram](#) page.

## MEDIA AND PUBLICITY

Expand media coverage to generate buzz around food issues in your community and encourage many more people to attend your events. Keep up with Food Day and other exciting information by ‘liking’ [Food Day on Facebook](#), and following [@FoodDay2014 on Twitter](#) (hashtag: #FoodDay2014). Use our Facebook page to post about your events!

We have additional media tools available online, but use these 11 tips, adapted from the Earth Day organizer’s guide, as a starting point.

- 1. Develop Key Messages.** Draft three to five key messages that tell a compelling story about your event, its purpose, and your goals. Avoid the temptation to discuss too many things or get off message.
- 2. Identify a Spokesperson.** First, select a member from your organization and/or community. The spokesperson will deliver key messages via media interviews, a press release quote, and in some cases, a public address.
- 3. Involve Well-Known Speakers.** Involving well-known speakers, entertainers, and public officials is probably the single best way to attract an audience and generate publicity.
- 4. Find a News Hook.** Determine what makes your event interesting and newsworthy and use that angle as a selling point when communicating with the press.
- 5. Build a Media List.** Compile a list of local media contacts from newspapers, blogs, radio stations, TV stations, etc. The list should include a reporter’s name, title, area of focus, phone number, and e-mail address. Remember to include the assignment desk at each outlet, including wire services such as Associated Press and Reuters.
- 6. Prepare Materials.** Draft a media advisory—a one-page document that outlines the logistics of your event (who, what, when, where, and why) and your contact information. Next, prepare a press release – a one to two-page document providing more context about the event from your organization’s perspective. The release sets up a news angle for the media and should include quotes from the spokesperson.
- 7. Send Materials to Media.** Distribute the media advisory one week before your event and send the press release the day before or the morning of the event. Send all materials before 9:00 am and be prepared to follow up with a phone call.
- 8. Pitch your Event.** Follow up e-mail distribution of materials with a phone call to pitch your story. This allows you to offer an interview with a spokesperson, pitch a pre-event story, and confirm reporters’ attendance at events.

**9. Run a Great Event.** Ensure events take place according to schedule, particularly activities that have been highlighted for the media.

**10. Greet the Media.** Create a media area (room, tent, or several tables). This area should include a quiet space for media interviews, media materials and a sign-in sheet, which will allow you to follow up with attendees later. Ensure that spokespeople are easily accessible for interviews.

**11. Post Food Day Follow up.** Call reporters who attended your event to follow up on needs and confirm coverage. Track and record media placements to analyze the tone of coverage, and take notes of any lessons learned to apply for next time.

## FUNDRAISING FOR FOOD DAY

Enthusiasm and interest can drive a local Food Day coalition only so far. You will also need to find funding, which can come from a variety of sources including grants, direct financial donations, and in-kind donations. Many organizers are able to make a real impact in their communities with very low-budget activities but the more resources you secure early in the planning process, the more powerful your events will be.

### To raise money for your events, consider the following ideas:

- Organize a fundraising dance, vegetarian dinner, film screening, or walk-a-thon. Invite a local celebrity to draw added interest.
- If you have an interested donor, consider offering to make his/her large gift a challenge grant.
- Print your own Food Day program or newsletter with a schedule of local events, print t-shirts, and offer advertising space to local businesses, restaurants, hospitals, sports teams, etc. (You can download our logo for your customized print materials from the Resources page at [www.foodday.org](http://www.foodday.org).)
- Approach first those businesses that have made genuine efforts to improve the food environment. Share the glow of Food Day with those businesses that truly embrace your goals.
- Meet with local community foundations to ask for direct financial support for your events. Many community foundations are interested in helping local groups raise awareness and/or advocate for policies to reduce childhood obesity and create healthier food environments. Be sure to tell the foundations about all the in-kind contributions you've received.

Assess your community for available resources. Despite the many funding options that exist, you don't necessarily need to focus your energy on finding and applying to grants in order to have a successful Food Day event. Companies, both local and national, can help you to achieve your goals in the community with in-kind donations or awards. Be sure to thank those who contributed in-kind donations and your funders at the event and in your literature!

### Community resources might include:

- Faith-based organizations, who may be able to offer space for your Food Day activities, help organize events, or make donations to your coalition from a community service fund.
- Unions, such as the United Auto Workers, Service Employees International Union, and American Federation of Teachers.
- Consumer and environmental groups with a special focus on food.

- Mayors' offices or city council members.
- Local educational institutions (schools and colleges), school board, PTA, or the school superintendent's office.
- Local restaurants, chefs, farmers, producers, and farmers markets.
- Public venues such as libraries, recreation centers, or community centers.

The national Food Day office cannot provide funding to individual events, but we encourage you to search locally for resources, including those provided by community foundations, to support your efforts.

- USDA's [searchable database of federal grants](#) lists funding opportunities related to food and agriculture.
- [Community Commons](#) maps community-focused sustainability and health initiatives. The site provides search functions for finding funders in a specific region, as well as narrowing down the focus area or strategy of an initiative.
- [Foundation Finder](#) provides good general resources for individuals and organizations seeking grants, as well as an extensive list of foundations across the United States searchable by name and geographic location. Like Community Commons, it is not focused specifically on food-related grants but can be a good starting point for your research.

### AN IMPORTANT NOTE ON CORPORATE SPONSORSHIP

Food Day was created by CSPI and we welcome involvement from businesses that are interested in advancing Food Day goals. But, like CSPI, Food Day is people-powered. To avoid conflicts of interest, Food Day does not accept funding from corporations or government. Major support for Food Day 2013 came from CSPI members and the in-kind contributions of the nearly 200 partner organizations and advisors.

If your event requires more money than you think you can raise independently, be sure that your planning committee defines where that money can come from and discusses beforehand how that money could influence the event or media coverage. There are many responsible businesses that would make great partners, but there are also partnerships that can corrupt your event or hijack press coverage. Also, remember to be sensitive to the fact that constituencies within your coalition may not all have the same attitude toward sponsors.

### CONTACT US

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State and Local Organizing: Emily Caras, [ecaras@cspinet.org](mailto:ecaras@cspinet.org)

General Inquiries: [foodday@cspinet.org](mailto:foodday@cspinet.org)

To find your local Food Day coordinators, please visit [www.foodday.org/find\\_coordinator](http://www.foodday.org/find_coordinator)

(If there is no coordinator, will you [step up and take the lead?](#))

## Food Day and CSPI

Food Day was created by the Center for Science in the Public Interest (CSPI) and grew with the support of hundreds of national partner groups. CSPI is a consumer advocacy organization whose twin missions are to conduct innovative research and advocacy programs in health and nutrition, and to provide consumers with current, useful information about their health and well-being. Visit [www.cspinet.org](http://www.cspinet.org) to learn more.



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[www.foodday.org](http://www.foodday.org)