



# HashtagLunchbag

Getting Started Packet



A woman with dark hair, wearing a white t-shirt, is smiling and holding up a brown paper lunch bag. The bag has a red heart and a red hashtag (#) drawn on it. The background is blurred, showing other people in a social setting.

# #Welcome!

Thank you for getting involved in the #Hashtaglunchbag movement. The next few pages will outline a step-by-step 'How To' guide to get you started. As an individual, group of friends, or business, #Hashtaglunchbag can be integrated into your everyday life or social events.





## Grab Some Friends

- Get a group of friends together
- Gather at a house or a park
- If you are looking to throw a larger event, you will need to find a space to accommodate your party. An easy way to scale is 10 lunches per person (example: 20 people show up = 200 lunches made)
- Note: #HashtagLunchbag events are scalable and can be as small as an individual packing and distributing lunch bags to a corporation integrating the movement into their social responsibility program.







## Go Shopping

- Sandwich Bread
- Sandwich Meat
- Cheese
- Tomatoes
- Mustard
- Lettuce (optional)
- Fruit
- Water
- Square Note Paper
- Brown Paper Lunch Bags
- Plastic Food Safety Gloves
- Pens / Markers







## Make Lunch Bags

- Draw a heart with a #(hashtag) on a brown paper bag
- Write inspirational notes
- Assemble Sandwiches using bread, meat, cheese, tomato, mustard, and lettuce (optional). Be sure to wear food safety gloves!
- Assemble Lunch bags with a sandwich, cookie, water, piece of fruit, and inspirational note
- Play Music!!







## Pass Them Out

- Having previously identified the 'in-need' areas around your city, get out there!!
- Pass out your lovingly packed lunch bags with friends, volunteers and co-workers with the intention of Feeding and FeelingLove!







## Share On Social Media

- Share what you've done!! Take pictures, small videos and post on social media outlets to inspire others as they have inspired you.
- If you would like to keep track of your city, search for your city's hashtag handle. No hashtag set up for your city yet? Simply add your city's abbreviation (i.e. LA= Los Angeles) at the end of '#hashtaglunchbag' and watch your city grow!







## Stay In Touch!

Let us support you!! We love that you are excited about joining our movement and want to send you all the love and support we can, whether you are down the street or across the country. By sending us the following, we can do just that!

- Send us your event date so we can add it to our calendar
- Within 48 hours of your event please send us:
  - How many lunches you made
  - Pictures and/or video of your event
  - Stories and feedback







## Tips & Tricks

- Designate delivery locations in your city BEFORE your event
- Make fliers and ask local community locations for permission to pose
- Request a suggested donation upon sign-in to cover food costs
- Food Safety gloves are a must when prepping food
- Get an accurate count of the lunch bags you've assembled prior to distribution, being sure to let the #HTLB-LA crew know how many people you fed within 48 hours of your event
- Make sure to pass out in co-ed groups (safety first)
- HAVE FUN and remember the intention behind this movement!







# Guidelines

1. We encourage your interest and support, but approval of an event idea will in no way constitute an endorsement, express or implied, of your product, service, company, opinion and/or political position.
2. Fundraising activity is not allowed without written consent from the #HashtagLunchbag Executive team. Please understand that #HashtagLunchbag does not promote the sale of alcohol, cigarettes, items that are harmful to an individual's health, adult or pornographic materials, or any items that could be considered, by the ordinary person, to be in bad taste or inconsistent with our humanitarian mission or the fundamental principles of #HashtagLunchbag. Please email [Katie@hashtaglunchbag.com](mailto:Katie@hashtaglunchbag.com) for all fundraising inquiries.
3. In-kind donations such as food, clothing, etc are allowed. 501(c)3 tax receipts for in-kind donation amounts of \$250 or more can be requested and are only distributed by the #HashtagLunchbag executive team. Please email [Katie@hashtaglunchbag.com](mailto:Katie@hashtaglunchbag.com) for all tax receipt questions.
4. Groceries for distribution must not be expired or in any other harmful condition as outlined by FoodSafety.gov. All volunteers preparing food should take all necessary precautions to promote food safety. This includes, but is not limited to, washing hands and wearing gloves.
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6. Commercial usage of the #HashtagLunchbag name, and any of it's associated logos, is prohibited. For licensing inquiries, please contact [Viktoria@hashtaglunchbag.com](mailto:Viktoria@hashtaglunchbag.com)
7. When distributing lunch bags, please ensure safety in travel and public interaction. #HashtagLunchbag is not liable for failure to comply with local laws.
8. . Last, but definitely not least, have fun! It's extremely important to us that you create a simple and exciting environment for you and your volunteers.

**For any additional questions, please email us at [info@hashtaglunchbag.com](mailto:info@hashtaglunchbag.com)**







## HashtagLunchbag

#HashtagLunchbag is a movement dedicated to utilizing social media to bring awareness to and eliminate hunger in local communities.

The movement was born on Christmas Day 2012 in a Los Angeles apartment with just a small group of friends looking for a way to give back. The intent was simply to prepare & deliver food to their local homeless community.

For additional information, please visit us at [www.hashtaglunchbag.com](http://www.hashtaglunchbag.com).

