



The #HashtagLunchbag experience consists of bringing together a group, creating bagged lunches, dropping in a handwritten love note acknowledging the recipient, distributing the meals to your local community, and sharing your experiences with your friends & followers, inspiring them to pay it forward - turning one ripple of kindness into a wave, one lunch bag at a time!

BEFORE THE EVENT

Pick A Date

Any day is a perfect day to give! Choose whatever day and time works best for you and your group.

Location, Location, Location

Whether in your home, at your office, or a local restaurant, #HashtagLunchbag can be held at any time, any place, anywhere. Estimate the number of volunteers and choose a space that fits accordingly to Feed & Feel Love.

Register Your Event

If your event is open to the community, head over to our [website](#) and register the event by clicking [Host Your Own Event](#). If your event is private and only for your group, there is no need to register the event via the website but we do request that you email us at hello@hashtaglunchbag.com notifying us of your event so we can keep track of the impact you're making.

Build A Team

Teamwork makes the dream work! This gives others the opportunity to contribute to the goodness and keeps the work we're doing fun and meaningful. You can also empower your volunteers on site to step in to support. Some roles include:

- Greeters, Emcee, Party starter-types
- Picking up and transporting groceries
- Station managers an event floaters day-of your event
- Setting up / Cleaning up the space



Spread The Word

Start by sharing your #HashtagLunchbag event across your social media platforms and encouraging your friends and supporters to do the same. We suggest including the link to your registered event from our website in your post, and in your bio, if on Instagram.

Fliers and Promo Materials

Make a flier and share your intent! A typical flier includes:

- #HashtagLunchbag logo (email us at hello@hashtaglunchbag.com and we'll provide)
- Name of your city
- Date + time
- Location information
- Names/logos of any sponsors supporting your event
- www.hashtaglunchbag.com website // @hashtaglunchbag for more info on the org

Tag us @HashtagLunchbag on your post so we can see what you're up to, as well as friends, local influencers, and businesses you would like to attend your event.

Get the Goods

Remember, #HashtagLunchbag is about building communities and spreading love, one lunch bag at a time. There is no pressure to hit a homerun with the number of meals you are looking to create. Nothing is too small and every little bit counts.

We suggest basing your goal number of lunch bags on the number of volunteers you anticipate attending. We usually average 10 lunches per volunteer but if it's less, that's ok too!

We've created a [shopping list based on 100 meals](#). If your meal number is different, multiply the amount of goods needed based on these numbers (ex. if looking to feed 500 people, multiply these numbers by 5).

Please keep in mind these are estimations and brands vary. Use your best judgement.



Paying for Your Event

In order to help your movement to keep going and growing, we strongly suggest that you ask each attending volunteer to make a monetary contribution to help you cover the cost of the groceries. We recommend \$10 per volunteer. *This is not mandatory but it is highly encouraged.* This gives your volunteers the opportunity to invest in the experience and helps you sustain your efforts. Any surplus should be donated to the #HashtagLunchbag organization [here](#).

If you are looking to offset some costs, keep in mind many local businesses are happy to provide in-kind donations. If you have local businesses who are interested in donating goods to your event and they are in need of tax identification information, please contact us at hello@hashtaglunchbag.com.

Identify Distribution Sites

Identifying areas 'in-need' prior to your event is strongly recommended. Each community has its own unique set of needs. It's up to you to decide what's best for your community and to distribute accordingly.

Ways to distribute:

- Find areas with a condensed population of homeless individuals or in need people where you can participate in face to face distribution
- Find local area shelters - Homeless, Women's, Children's, Veterans, etc. Contact the facility beforehand to let them know you're coming. Ask how many people you are able to feed and how many lunches they are willing to accept. Some shelters are only able to accept up to a specific number.

Note: Certain cities/states may have laws in place making it illegal to feed in public. Research this prior to setting up your event to avoid any potential recourse for your group.



THE MAIN EVENT

MUSIC

Music has always been a huge part of setting the positive vibes for any #HashtagLunchbag experience.

Check out the [@HashtagLunchbag](#) profile on Spotify for some playlists we've curated from our favorite DJs for your listening pleasure (download Spotify for [FREE HERE](#) or find on the app store for your mobile device). If you know any DJs, invite them to come spin for your event!

Tips

- Keep the energy upbeat and your volunteers dancing throughout your event.
- Be mindful of the content of the music; no explicit content should be played.

Station #1: Entry

The point of entry is where all the fun begins! Be sure to greet your volunteers, friends and strangers alike, with the warmest of welcomes. This sets the tone for the rest of the experience, connects your volunteers with each other and ensures everyone has a good time.

Sign-in

As volunteers enter, use a sign up system like Eventbrite, Splashthat, or a simple spreadsheet to account for attendees. This will help you track your local supporters and give you the ability to keep in touch and provide updates on future events. Submit these lists with your recap so that we can include them in our global database.

Donation

In order to help your movement to keep going and growing, we strongly suggest that you request each attending volunteer to make a monetary contribution to help you cover the cost of the groceries and supplies. We recommend \$10 per volunteer. *This is not mandatory but it is highly encouraged.* This gives your volunteers the opportunity to invest in the experience and help sustain your efforts. Any surplus should be donated to the #HashtagLunchbag organization [here](#).



Driver Sign-up

If a volunteer is interested in driving during the distribution portion of the event, have them put their name and phone number on a separate list and inform them you will round them up upon completion of the assembly portion.

Name tags

Provide each volunteer with a name tag, encouraging them to include their name or social media @ handles. If a volunteer is attending for the first time, give them a brief overview of what's going on and direct them where help is needed.

Station #2: Sandwich Assembly Station

A sandwich is our main entree; anybody can make one at the end of the day.

This is where we get to roll up our sleeves and get to work! Make friends in the assembly line and be sure to laugh, dance and have a good time. The goal here is to take the time to prepare sandwiches that we would actually make for ourselves or for someone that we love. These lunches are a vessel of love, to show that we care for those we are serving.

Tips

- Before any food is handled, be sure volunteers WASH THEIR HANDS and are wearing FOOD SAFETY GLOVES
- Wash all produce before use
- Any cutting of tomatoes, lettuce, etc. should be handled by an adult on clean cutting boards with clean knives
- Use clean table covers to prep sandwiches
- Be conscious of food waste



Sandwiches consist of bread, meat, cheese, tomato and lettuce. Mustard and mayo are also optional, as not everyone may like one or both. We have found that buying individual packets and putting them in the bag has been an easier way to go.



Station #3: The Love Note Station

The best part of the meals we provide has nothing to do with the food inside.

Each #HashtagLunchbag meal includes a handwritten note, either a positive message or a motivational quote; anything from the heart that serves to encourage is welcome. This is where we get to truly acknowledge the humanity of those we're serving. By acknowledging the recipient, we acknowledge ourselves, and thus, all of humanity. This is what it means to [Feed & Feel Love!](#)

We decorate the brown bags with our signature (HEART  +  HASHTAG) mark, transforming them into vessels to spread love.

Tips

- Please check messages. Tone should be positive, uplifting, and inspiring. Discard messages that don't accomplish our mission at your discretion.
- Completed notes and bags should be sent to the bagging station.
- Optional: Add decorations at your discretion.

Station #4: The Bagging Station

Where it all comes together!

This is where we assemble the bags before they are counted and sent off to be delivered and enjoyed. Put the heaviest items in first so the bags don't burst. Suggested packing order for each bag begins with a bottle of water, piece of fruit, cookie (usually placed on top of the sandwich before it's put into the sandwich baggie), sandwich, mustard and mayo packets (optional), topped off with a love note so they can start with the positive quote.

Once complete, lunches should be boxed or bagged for transport to distribution sites. Keep count on the final number of meals assembled to keep track of the impact you're making! This information will be needed when submitting your [EVENT RECAP](#) form after the event.



TRANSITION FROM ASSEMBLY TO DISTRIBUTION

Time flies when you're having fun. After winding down the meal assembly, it's extremely important for you as the organizer to remind your group of the intention behind what we do, as well as acknowledge all that helped bring this experience to life.

Speech

Bring your volunteers together and share a little about our humble beginnings (in the [Our Story](#) section of our website). Let the volunteers know their efforts have contributed to the growth of the #HashtagLunchbag movement - now in over 130 cities worldwide.

Remind them that every moment is an opportunity to be [Living Through Giving](#) and every action, no matter how big or small, creates forward progress in our world. Though we are feeding our brothers and sisters in need, we can practice kindness and compassion in everyday life. Our incremental and proactive approach, coupled with sharing these experience on our personal platforms is sure to turn each ripple of positivity we send out into the universe into a wave of the change we wish to see in our society. Local actions create global impact!

We know there are plenty of things that each volunteer could be doing with his or her time so thank everyone for contributing their efforts at this moment, in this way. Conclude by acknowledging your team and any sponsors that helped bring this experience to life. Let your volunteers know about any upcoming events you plan on hosting and direct them to the www.hashtaglunchbag.com website for any additional information.

Social + Group Photo

Encourage everyone to share their #HashtagLunchbag experience throughout your event, via social media, in order to inspire their friends and followers to pay it forward. This type of sharing has enabled #HashtagLunchbag to grow exponentially across the globe. It also gives each volunteer's family, friends and followers the ability to join them in the future. Herein lies the power to turn ripples into waves!

Be sure to gather everyone for a group photo to share as well. In addition to the experience being a great memory to have, the group photo is most people's favorite thing to post when sharing their #HashtagLunchbag experience.



DISTRIBUTING MEALS

Now that you're all prepared, it's time for all that Love to be shared!

This is the most rewarding portion of the #HashtagLunchbag experience and where you and your volunteers reap the fruit of your labor firsthand. There are a range of emotions that one can have when handing a lunch and a love note to someone who is hungry and hasn't been acknowledged for their humanity in a while. Just remember to be present and maintain a grateful mindset.

Depending on your city and the preferred and/or available means of transportation, it's best to keep an open line of communication with your volunteers. If you live in a city where people drive, be sure that interested drivers sign in at **STATION 1 - Entry** at the beginning of the event.

Upon completion of the Assembly portion of your event, round up the people that are staying for the Distribution. You will provide them with a quick grounding on what to expect and where they will be going. Start a group text chat that includes the address(es) of drop off destination(s). Note that different groups may be going to different destinations. Maps or pin drops have proven to be quite helpful.

Tips Upon Arrival At Your Distribution Destination

- Group and buddy systems, as well as 'co-ed' partners, are recommended to ensure everyone is safe and accounted for.
- We want the whole world to see our mission, but don't take picture without permission.
- Many #HashtagLunchbag lunch recipients will be welcoming and thankful. Some may say nothing, simply taking the lunch and walking away. Be prepared for any reaction.
- Keep an open mind and open heart about the experience
- If dropping off lunches at a shelter, be sure to call ahead of time to find out how many lunches you will need to have. Some facilities can only take a certain number of lunches.



AFTER THE EVENT - Let Us Know How It Went!

Whether you are doing a #HashtagLunchbag pop-up party with your family, friends or co-workers, or hosting a monthly #HashtagLunchbag event, we want to know how it went! Gathering numbers and information is vital for us and enables us to track these important aspects at #HashtagLunchbag Headquarters.

We are excited to hear about your experiences, what was great and potentially what could have gone better. This information allows us to support your city and team in a more specific way moving forward.

Post Event Recap Steps

- Please submit your [EVENT RECAP HERE](#).
- It is best to do this immediately after your event while everything is fresh on your mind and takes less than 5 minutes to complete.
- If you have any hi-resolution pictures, video, or local press of your event please make sure to email that to us at hello@hashtaglunchbag.com so we can add them to our blog and post on social.
- Send in your sign-in spreadsheets to hello@hashtaglunchbag.com so we are able to maintain a master list of #HashtagLunchbag volunteers

SHARE ON SOCIAL MEDIA

Let your actions inspire somebody's desire to help lift others higher!

Never before has each and every individual had the ability to influence the world around us in such an expansive way. Whether you have 10 friends and followers on your social media platforms, or 10 million, each of us can share our positive experiences, grow a network of love and inspire others to pay it forward.

Share your experience, before, during, and after! Take pictures, videos, and post on social media outlets to inspire others to join you in your efforts or future #HashtagLunchbag events.

Be sure to tag the following hashtags so that we can see what you're up to:

#HashtagLunchbag and **#LivingThroughGiving**



HELPFUL HINT CHECKLIST

Location

- Make sure your location can hold all the volunteers you are planning to host
- Refrigeration and storage is helpful to store items ahead of time.

Shopping

- Figure out the number of lunches you will be making prior to heading to the grocery. Reminder that, on average, each volunteer equates to about 10 sandwiches.
- While at the grocery, it is up to you to estimate the quantities necessary. Since each loaf of bread, deli meat package, tomato size, etc varies - we do not have a set standard or equation to share. Simply use your best judgement. A little math may be required.

Sign-In Station

- Name tags, candy and stickers are fun to have.
- Have a bag or box to hold any donations accepted at the door.
- Be sure to encourage each volunteer to contribute the suggested donation to help with your efforts. This is part of the A-Z experience that we're creating and helps sustain the progress of that #HashtagLunchbag event, as well as upcoming events.
- If you are the organizer who registered the event on our #HashtagLunchbag website, via your account, you should have access to a list of the volunteers who RSVP'd.

Sandwich Station

- Be sure to have enough tables for sandwich assembly, complete with cloths/covers
- You will need plates, bowls, or tubs for sliced tomatoes and lettuce, as well as unwrapped cheese (transporting them from the cutting board to the sandwiches can get a little messy)
- You will need cutting boards and knives (adults only)
- You will need plenty of trash cans and trash bags
- Do not overuse ingredients. For example, if you bought enough cheese for one slice per sandwich, make sure volunteers are aware of this and know the appropriate amount to use.
- Keep meat and produce refrigerated or on ice until used. Be sure to check expiration date.

Love Note Station

- Get creative! Use colorful markers to draw/write your love notes.
- Reminder that a heart with the "#" symbol in the middle is drawn on each lunch bag. You can also use color and dress them however you would like. This helps convert the brown paper bag into a vessel to spread love!
- Make sure that the love notes are appropriate for everyone. Having someone checking them before sending them to the bagging station is highly recommended.
- If you're having trouble on figuring out what to write, think about what you would want to hear if you were having a bad day. It can be simple and sweet or a thoughtful paragraph. Whatever it is, it should come from the heart.



Bagging Station

- Heavy items should be put in the bag first. The order that works best for us has been: Water --> Fruit → Sandwich ---> Love Note
- Make sure the fruit is not wet. You don't want the bags to rip.
- Make sure you have boxes or large, heavy duty trash bags to transport lunches.
- If using trash bags, be sure to not overfill them with the lunch bags. You don't want them too heavy as the bags will rip.

During the Event

- Encourage people to meet, hug, lock eyes and hi-five someone they might not have known before.
- Have a dance break! Music is so important to #HashtagLunchbag. Get people stretching and moving around.
- Selfless Selfies! One of the main reasons we have grown so quickly is because of social media. Remind people to post and tag #HashtagLunchbag.
- Towards the end of your event make sure to make those few, important announcements to acknowledge the volunteers and staff as well as any sponsors you may have had while also reminding volunteers how simple it is to integrate this type of love into everyday living.

Distribution Process

- Remember to smile and make eye contact with those you are giving to. The distribution process is not a race.
- Check in on the group text as you begin to wind down distribution. Ask where people are, if they have extra lunches, etc.

After the Event

- Don't forget the important information to pass along to #HashtagLunchbag Headquarters!

Social Media

- Include your followers in on how much fun you are having
- Help spread the #HashtagLunchbag love and inspire your friends and followers to do something, ANYTHING!
- Share where your followers can go to learn more



GUIDELINES

1. #HashtagLunchbag is an open platform with no religious or political affiliation. We appreciate your interest and support, however, approval of an event will in no way constitute an endorsement, expressed or implied, of your product, service, company, opinion and or political position.
2. Fundraising events are not allowed without written consent from the #HashtagLunchbag Headquarters team. A fundraising event is one specifically designed to raise funds, it is not a #HashtagLunchbag event. Please email hello@hashtaglunchbag.com for all fundraising inquiries or if you have any questions.
3. #HashtagLunchbag does not promote the sale of alcohol, cigarettes, 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 and the Living Through Giving Foundation.
4. In-kind donations such as food or other supplies to support your #HashtagLunchbag event are allowed. #HashtagLunchbag is a program under the Living Through Giving Foundation, a registered 501(c)3 organization. We are able to provide tax receipts for in-kind donation amounts of \$250 or more. Receipts can be requested by emailing hello@hashtaglunchbag.com. Note that these receipts must be issued by the Living Through Giving Foundation at #HashtagLunchbag Headquarters. Any receipt not issued by Headquarters will not be valid.
5. It is your responsibility to check dates on perishable food items to ensure they are not 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, including, but not limited to, washing hands and wearing gloves before handling food items.
6. The #HashtagLunchbag name and logo can solely be used for event promotional purposes ONLY. Commercial usage of the #HashtagLunchbag name and any of its associated logos is prohibited. The #HashtagLunchbag name and logo cannot be used for merchandise, t-shirts, or anything of the like. Merchandise can be bought on the #HashtagLunchbag official website. For licensing inquiries, please contact hello@hashtaglunchbag.com.
7. When distributing bagged lunches, please ensure safety in travel and public interaction. #HashtagLunchbag is not liable for failure to comply with local laws.
8. Have fun! Connect with friends and strangers alike. Our entire movement is based on providing opportunities for us to connect with others in a positive and proactive way to spread love and light. We cannot stress this enough. 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 hello@hashtaglunchbag.com