Dear Food Day Leader,

In 2011, the inaugural Food Day was celebrated with 2,300 events in all 50 states. With your involvement, we can make Food Day 2012 an even bigger success! Food Day takes place annually on October 24 to address issues as varied as hunger, nutrition education, agricultural policy, animal welfare, and farm worker justice. The ultimate goal of Food Day is to strengthen and unify the food movement in order to improve our nation’s food policies.

To make all of this happen, Food Day partners with hundreds of national and local groups and thousands of individuals. We hope this Guide provides you with useful advice and tools for creating great Food Day events, whether you’re organizing in your state, region, neighborhood, or at your institution. 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.

To get inspired by last year’s Food Day, check out the report with highlights of what happened around the country, and take a look at our video highlighting the many ways people across the country celebrated Food Day last year.

Being a Food Day organizer is sure to be a rewarding experience; 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 2012 at foodday@cspinet.org or 202-777-8392.

Good luck and thanks for joining us!

The Food Day Team
# ORGANIZERS’ GUIDE TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our vision</td>
<td>4</td>
</tr>
<tr>
<td>Checklist for a great Food Day</td>
<td>4</td>
</tr>
<tr>
<td>National Food Day priorities</td>
<td>5</td>
</tr>
<tr>
<td>The issues: Food Day talking points</td>
<td>5</td>
</tr>
<tr>
<td>Planning Food Day</td>
<td>8</td>
</tr>
<tr>
<td>Coalition building</td>
<td>9</td>
</tr>
<tr>
<td>Events and activities</td>
<td>10</td>
</tr>
<tr>
<td>Events in a box</td>
<td>12</td>
</tr>
<tr>
<td>Improving food policies</td>
<td>13</td>
</tr>
<tr>
<td>Elections 2012</td>
<td>14</td>
</tr>
<tr>
<td>Your timeline</td>
<td>15</td>
</tr>
<tr>
<td>Sample Food Day</td>
<td>16</td>
</tr>
<tr>
<td>Register your Food Day!</td>
<td>17</td>
</tr>
<tr>
<td>Media and publicity</td>
<td>17</td>
</tr>
<tr>
<td>Fundraising for Food Day</td>
<td>18</td>
</tr>
<tr>
<td>Contact us</td>
<td>19</td>
</tr>
</tbody>
</table>
OUR VISION

Food Day is a nationwide celebration and movement toward healthy, affordable, and sustainable food. Food Day was created by the nonprofit Center for Science in the Public Interest (CSPI) and is led by food movement activists and many diverse organizations. More than 100 national groups and 80+ Advisory Board members support a broad coalition to raise awareness around food issues and strengthen the food movement. With Food Day, we can celebrate what we have and join our forces to achieve what we need.

Food Day is not just a day; it’s a milestone on the way toward a better food system, a long-term partner for existing projects, and a catalyst for new ones. Let’s use all this energy to make a meaningful and long-lasting difference!

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has."
—Margaret Mead.

"With Food Day we were able to build momentum with initiatives we’ve been promoting for a long time. The messages we were giving were the same ones that partners were giving at the community and national level. Everyone heard one message and felt very united from the local all the way up to the federal level."
—Adrienne Udarbe, Arizona Department of Health Services

CHECKLIST FOR A GREAT FOOD DAY

- Decide how to use Food Day to advance your work
- Define your event, project, or policy issue
- Build a team and divide roles and responsibilities
- Set clear and achievable goals
- Build your network and broaden your contacts
- Communicate what you do to partners and media, and at FoodDay.org
- Run a successful event or campaign
- Follow-up and share the results with us
NATIONAL FOOD DAY PRIORITIES

Food Day is: Healthy + Sustainable + Affordable + Fair

Our 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 and organic farms
- Reduce hunger
- Reform factory farms to protect the environment and animals
- 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. Food Day in San Francisco will address different topics from those in Minneapolis or Tucson. Establishing state, local, or regional priorities is one of the most important tasks you as a Food Day organizer will undertake with the help of your team. Tired of old urban agriculture zoning rules or junk foods in your office vending machines? 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

- Annual medical costs for diet-related diseases are over $100 billion.
- More than ⅔ of American adults and one in three children are overweight or obese.
- About 46% of adults' added sugar intake comes from sugary drinks.
- 1 of 3 children born after 2000 will develop diabetes in their lifetime. If current diabetes trends continue, this generation of kids is expected to live shorter lives than their parents.
- Children ages 2-17 see, on average, 4,400-7,600 commercials for food products each year. The food industry's annual budget for marketing that targets youth is about $1.6 billion.

Support sustainable and organic farms

- The federal budget provides $16 billion annually in direct farm subsidies. 74% of these subsidies go to only 10% of the largest farms.
- Big Agriculture receives indirect subsidies, as well. For example, when America limits the imports of cheap foreign sugar, keeping domestic sugar prices high, the increased costs—several billion dollars a year—fall on consumers, and hurt farmers in developing countries.
- Only 1.6% of all fruits and vegetables sold in the U.S. are locally grown.
- Agricultural practices are responsible for 70% of all pollution in U.S. rivers and streams. 40% of rivers, lakes, and coastal waters are so contaminated they are unfit for humans to fish in or drink from.
Reduce hunger

- 50 million Americans are “food insecure,” or near hunger.
- Government spends about $78 billion a year on SNAP (the food stamp program). The average monthly snap benefit is just $287 per household, or $4.30 per person each day. Government spends billions more on the WIC and school food programs.
- About 11% of the poorest Americans without cars live in “food deserts”—beyond walking distance to the nearest grocery store.
- In 2009, 20.7% of American children under the age of 18 lived in poverty.
- In 2010, U.S. households with children reported food insecurity at a significantly higher rate than those without children, 20.2% compared to 11.7%.

Reform factory farms to protect the environment and animals

- Only nine states have laws mandating that some farm animals be given enough room to stand up, sit down, turn around, and extend their limbs.
- On huge “confined animal feeding operations” (CAFOs), a single egg farm may house well over a million hens, and a large feedlot may contain up to 50,000 cattle.
- Producing corn and soybeans for animal feed requires enormous quantities of water, pesticides, fertilizer, energy, and land. On average, about ⅓ 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

- Almost 90% of restaurant workers don’t receive a single paid sick day. Because of this, ⅔ report cooking, preparing, or serving food while sick.
- The average annual income for crop workers is between $10,000 to $12,499 for individuals and $15,000 to $17,499 for families.
- The average annual income for crop workers is between $10,000 to $12,499 for individuals and $15,000 to $17,499 for families.
- US Attorney Douglas Malloy in Florida works on 6 to 12 human slavery cases at any given time. He says Immokalee (FL) “is ground zero for modern-day slavery” and if you’ve eaten a winter tomato purchased at a supermarket or on a fast food salad, then you have eaten fruit picked by a slave. “That’s not an assumption. That’s a fact.”
California Food Day Farm Bill Petition

In 2011, Strategic Alliance and Prevention Institute joined with the Environmental Working Group, California Center for Public Health Advocacy, and Roots of Change to mount a statewide petition campaign for smarter federal food and farm policies (http://static.ewg.org/pdf/Petition_Sign_On_10.20.pdf). Sixty-six public health, nutrition, food, farming, and environmental groups across the state urged Governor Jerry Brown and the state’s congressional delegation to support healthy food and farm policy reforms. The petition was signed by over 14,000 Californians.

Further reading on these and other issues:

Six Arguments for a Greener Diet (https://cspinet.org/EatingGreen/)

EWG farm subsidy database (http://farm.ewg.org/region.php)


For a further list of suggested readings, check out the Resources section of FoodDay.org.
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. In 2011, Food Day was organized thanks to 120+ coordinators. The list of 2012 coordinators is available on FoodDay.org/organize.

A **Food Day Host** is someone who organizes one or several events. All events and initiatives, public and private, can be registered at FoodDay.org.

**PLANNING FOOD DAY**

Food Day will be as successful as you make it. The national Food Day team spearheads the movement and provides a platform, but people around the country make Food Day happen in their community. Use Food Day’s momentum as a way to build coalitions, advance policies, reach out to new groups, and educate the public.

As a **Food Day Coordinator**, one of your first goals is to build new and maintain old networks in your area. 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 for many reasons:
- It serves as an icebreaker for those who may not know each other.
- It creates group ‘buy-in’ so that everyone can agree on goals and activities.
- It makes a potentially daunting task manageable—and most importantly, fun!

**How to organize your first planning meeting:**
- Pick a date for the planning meeting before you begin inviting groups.
- Ask someone to host the meeting, reserve the space, and send out the invitation. Select a location and time/date that maximizes turnout.
- Invite people you’ve never worked with; you’ll be surprised how many people working on different aspects of the food system have never met each other. 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.—and invite them all!
- 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.
- Decide what you’ll do. A Food Day celebration can be an event, a campaign, or an initiative that’s new or linked with something you already plan, like partnering with farmers markets, a week of events leading up to Food Day, or organizing a candidates forum on food issues two weeks before the elections.
- Email us at foodday@cspinet.org, and someone from Food Day’s national team will be happy to call in for your planning meeting.
A few words on committees:
Many hands make light work. Break your goals into realistic timelines and match the right people with the right tasks. Here are examples of the types of targeted work groups that organizers created in Boston, DC, and Chicago:

- Families
- Schools, campuses, and educators
- Food access and hunger
- Marquee event planning
- Communications, to connect both organizers and the public (mass media, Facebook, local Food Day blogs, etc.)

“The best part about Food Day was having a national campaign to tie into. It was challenging to convince the school food service directors to have a local meal, but when they got the Food Day materials and the fancy poster, it made it click for them...”

—Lindsay Howard, Montana Food Corps

COALITION BUILDING

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:

- Food policy councils
- Universities and colleges, student groups, and faculty working on food issues
- School districts, nutrition services, and PTA
- State and city public health and agriculture departments
- NGOs and nonprofits
- 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)
- Local unions
Getting started:
- Make a list of every group in the community that is actively involved with food and food-related issues.
- Send an email or letter outlining Food Day nationally and your local angle. Be sure to include 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!

**Presidential Active Lifestyle Award (PALA+)**

This year Food Day is partnering with the President’s Challenge Program to ask Americans to get active, eat real every day, and help encourage families and children to develop healthy lifestyles. To support First Lady Michelle Obama’s *Let’s Move!* initiative to end childhood obesity within a generation, PALA+ calls for a weekly healthy eating goal and 60 minutes per day of physical activity for kids and 30 minutes per day for adults, five days a week for six out of eight weeks. Help us promote the Challenge (www.presidentschallenge.org) in the weeks leading up to Food Day.

**EVENTS AND ACTIVITIES**

Education and community engagement are key to the success of Food Day. The best way to spread the message and get people involved in the campaign for a better food system is with great events. It is important to build events around your campaign and local issues. Be sure to collect attendee information and have attendees take a concrete action on site.

Your coalition should 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 should feel free to create their own projects. One important role for the Food Day organizer is to keep track of these events and eventually report them back to the state coordinator or national office.

**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: http://foodday.org/participate/resources#FDCurriculum.
WAYS TO CELEBRATE FOOD DAY

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:
- Improve school, hospital, and college food.
- Educate kids about food with the Food Day curriculum.
- Launch a campaign to improve or create your city’s food policy.
- Request calorie labeling in school cafeterias.
- Promote food education, including cooking and gardening, in schools.
- Plan a community garden and use free urban spaces to grow foods.
- Organize a Mother’s March for Healthy Food.

World Food Day

World Food Day is October 16th. Established by the Food and Agriculture Organization of the United Nations in 1981, World Food Day is a day of worldwide collective action against hunger. On World Food Day, organizations around the globe unite under one premise: We can end hunger. Through events, advocacy, social and traditional media campaigns, and educational initiatives, organizations and individuals inspire year-round action. If your Food Day event focuses on the problem of hunger in our communities and around the world, consider aligning it with the global movement to end hunger on October 16. Or focus on global issues on October 16 and domestic issues on October 24, and have a week’s worth of activities in between.


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 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.
- Organize candidate debates—Food Day falls just two weeks before Election Day!
- 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 family and friends—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.
EVENTS IN A BOX

Need ready-made ideas? Get inspired by Food Day 2011 organizers. From Alaska to Texas, all 50 states held events for the inaugural Food Day.

**Junk Food Halls of Shame**  
**Bentonville, Arkansas**  
Students at nine public schools created collages for “Junk Food Halls of Shame” to highlight marketing of junk foods to children, and held a contest to increase the number of students eating a healthy lunch at their school. The prize was a healthy meal prepared by a professional chef.

**Eat Local Now!**  
**Seattle, Washington**  
A fresh, locally harvested, organic meal for 350 guests was served by the group Eat Local Now! to raise awareness about sustainable foods. The dinner brought together consumers, chefs, and producers.

**Farm Bill Forum**  
**Salt Lake City, Utah**  
Mayor Ralph Becker of Salt Lake City and the Food Policy Task Force hosted a community forum that brought together experts in food policy to discuss how the 2012 Farm Bill could impact local food security, public health, and sustainability in the region. The goal was to educate the public about the impacts of the federal policy and to urge people to get involved at the federal, state, and local level.

**Farmers Market**  
**Omaha, Nebraska**  
The Omaha Farmers Market and Gretchen Swanson Center for Nutrition partnered to extend the market by one week in order to celebrate Food Day, and it was attended by 5,000 people. The groups provided 500 certificates for healthy breakfasts for kids, held canning demos, and donated goods for a healthy meal for 400 homeless people.

**Student-Led Hunger and Food Access Conference**  
**Raleigh, North Carolina**  
Nearly 200 community representatives from across North Carolina, including students from Exploris Middle School in Raleigh, met for a conference at the State Legislative Building to discuss ways to increase access to and consumption of healthy, local produce. Participants also collected over 1,000 pounds of fresh fruits and vegetables to donate to food-insecure families.
Connecting to Local Food History
Oxford, Mississippi
Public policy and sustainability advocates at the University of Mississippi organized campus-wide activities to educate attendees about food policy issues, discuss the historic roots of our current food production system, and provide oral and visual histories of local farmers markets.

Important: Make sure you line up major, newsworthy speakers for your events as early as possible! Download our 2011 Campaign Report, School Activities Report, and other resources with event examples at: www.foodday.org/resources

“To date, however, the food movement can claim more success in changing popular consciousness than in shifting, in any fundamental way, the political and economic forces shaping the food system or, for that matter, in changing the ‘standard American diet’—which has only gotten worse since the 1970s. Its greatest victories have come in the media, which could scarcely be friendlier to it, and in the food marketplace, rather than in the halls of Congress, where the power of agribusiness has scarcely been disturbed.”

—Michael Pollan

IMPROVING FOOD POLICIES

Want a change? Be the change! Here is a menu of actions to improve the food system.

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 Rhode Island did in 2011 (See 2011 Food Day Campaign Report p. 17 for details).

◊ 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.

◊ Antibiotics fed routinely to livestock increases both antibiotic resistance in farming communities and the prevalence of dangerous antibiotic-resistant bacteria. Host events to support The Preservation of Antibiotics for Medical Treatment Act (PAMTA).

◊ 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.
ELECTIONS 2012

This year, Food Day will take place just 13 days before the 2012 elections. Food Day is a perfect time to invite congressional and other candidates to debates on food and farm issues. You could also ask them questions on food and farm issues at candidate forums organized by others.

How to organize a candidate forum
Although food may not be a stated priority issue for many of the candidates, they realize that all their constituents eat and are affected by food issues in some way. They will be interested in visibility opportunities and responsive to discussions encouraged and organized by their community. Why not take the lead?

- Find a location, such as a college, church, or local community center, and sponsoring organizations.
- Get in touch with the candidates’ offices to see which dates work for them to attend the forum.
- Once you have commitments to attend from two or more candidates, publicize the event.
- Emphasize the nonpartisan nature of the event.
- Among Food Day Resources you’ll find a sample list of questions for candidates.
YOUR TIMELINE

The million-dollar secret to successful events is… working backwards! As soon as you set a date for your event(s) make a timeline starting with that date and plot backwards, assigning tasks as you go. Working back allows you to eliminate extraneous work.

SAMPLE PLANNING TIMELINE

June/July
- 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-serv, mailing list, and website
- Outreach to new constituencies and organizations

August
- Pull together a press list or ask partners for theirs
- Start using social media @FoodDay2012 or #foodday2012
- Send us your progress updates, we’d love to know and tell others
- Register your event on 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

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 2013!
SAMPLE FOOD DAY SCHEDULE

This sample schedule from a Philadelphia cross-city Food Day celebration in 2011 is a good example of how many events can unite to create meaningful action. You might also choose to plan one marque event like organizers in Houston did with their “Largest Community Lunch Ever” at the Houston City Hall, or you might focus on a campaign urging families to stay at home and cook with friends and family like organizers in South Dakota did with their “Blog for Family Dinner.”

If you get a late start, there are ways to scale back the scope of your events a bit (but not too much). Check out the Food Day 2011 report for more ideas: http://foodday.org/files/FoodDay_Report2011.pdf.

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<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00am-7:00pm</td>
<td>Eating Real, a County Comes Together. Chester County Food Bank</td>
<td>1206 Horseshoe Pike Downtown, PA 19335.</td>
</tr>
<tr>
<td>9:00am-3:00pm</td>
<td>Eat Right, Now Nutrition Education Schoolwide Event. Select Elementary, Middle and High Schools Philadelphia, PA.</td>
<td>Free. View on Map.</td>
</tr>
<tr>
<td>10:00am-3:00pm</td>
<td>Share Nice Roots Farm. SHARE Food Program, Inc.</td>
<td>2901 W. Hunting Park Ave. Philadelphia, PA 19129. Free. View on Map.</td>
</tr>
<tr>
<td>10:00am-3:00pm</td>
<td>Farm to Families. The SHARE Food Program, Inc.</td>
<td>2901 W. Hunting Park Ave. Philadelphia, PA 19129. Free. View on Map.</td>
</tr>
<tr>
<td>11:00am-7:00pm</td>
<td>Food Day. Widener University. University Center, Chester Campsu. Chester, PA 19013. Free.</td>
<td>Demostrations and materials on a variety of topics from vegetarian cooking, food safety in dorn cooking, access to food... Read More. <a href="http://www.widener.edu">www.widener.edu</a></td>
</tr>
<tr>
<td>4:00pm-7:00pm</td>
<td>Why the Farm Bill Matters. Philadelphia Department of Health.</td>
<td>TBD. The Farm Bill impacts what food we eat, what it costs, and how it is grown. National and regional experts will discuss... Read More. <a href="http://www.phila.gov/health">www.phila.gov/health</a></td>
</tr>
<tr>
<td>5:30pm-10:30pm</td>
<td>Seeds of Learning Urban Farm Dinner. Fork.</td>
<td>306 Market St. Philadelphia, PA 19106. TBD, please call Fork, 215.625.9425. Fork Restaurant will partner with Seeds for Learning, an initiative of Foundations, Inc. to serve special dinner at Fork... Read More. forkenrestaurant.com</td>
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REGISTER YOUR EVENT!

Use the Food Day website (coming in July) 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.

YouTube and Flickr
Make sure to share photos and videos of your events with the entire Food Day community on our Flickr 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 Flickr 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 @FoodDay2012 on Twitter (hashtag: #foodday2012). 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. 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.

4. 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.

5. 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.
6. **Involve Well-Known Speakers.** Involving well-known speakers, entertainers, and public officials will help attract an audience and generate publicity.

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.

**Post Food Day**

11. **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 need to find support—both in-kind contributions and direct financial donations. There is no magic formula for raising money, but two essential ingredients are planning and perseverance.

**Assess your community for available resources. These 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

**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.
- Solicit donations at farmers markets, grocery stores, or houses of worship.
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.)

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 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.

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. Organizations that donate time and resources to Food Day have an opportunity to raise the profile of their good work by tying it to a national movement. Be sure to thank those who contributed in-kind donations and your funders at the event and in your literature!

**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 2011 came from 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 talks beforehand about how that money could influence the event or media coverage. There are many sustainable and just 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 the coalition may not all have the same attitude toward sponsors.

**CONTACT US**

Find the point person from our national team who is assigned to your state!

Catherine Kastleman (ckastleman@cspinet.org) – AZ, DC, FL, GA, KS, LA, MN, MO, MS, NC, NM, TX
Hayley Gillooly (hgillooly@cspinet.org) – AK, CO, CT, HI, IA, IL, MI, OR, PA, RI, WI
Avi Schlosburg (aschlosburg@cspinet.org) – IN, ME, NH, NJ, OH, VT, WA
Connor Bell (cbell@cspinet.org) – AL, AR, KY, OK, TN
Amy Roggenburg (aroggenburg@cspinet.org) – ID, MT, ND, NE, NV, SD, UT, WY
Jeremiah Lowery (jlowery@cspinet.org) – DE, MD, SC, VA, WV
Nancy Huehnergarth (nancy.huehnergarth@nyshepa.org) - NY
Susan Coss (susancoss@gmail.com) and Meb Byrne (mebbyrne@gmail.com) – CA
Rose Arruda (rose.arruda@state.ma.us) – MA

To find your local Food Day coordinators, please visit the “Organize” section of our website at [http://foodday.org/organize/](http://foodday.org/organize/).
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 http://www.cspinet.org to learn more.