

# THANK YOU AND A QUICK HOW TO WITH FEED MORE

We're humbled by your generous spirit - and your interest in supporting Feed More! It is because of your philanthropic efforts that we can help ensure no one in Central Virginia goes hungry.

We so appreciate heartfelt requests from individuals and organizations to host events for food and/or funds on our behalf and drafted the following guidelines to make your special campaign easy.

1. The sponsoring individual(s) or organization is responsible for all sales, marketing and promotion of the event.
2. If only a portion of the proceeds go to Feed More, the sponsoring individual(s) or organization must clearly disclose to purchasers, participants, etc., the approximate number of dollars and/or percent of the proceeds that will go to Feed More.
3. Feed More will not supply any funding to finance a community engagement event/program and will not be responsible for any debts incurred.
4. Events involving alcohol and/or tobacco require special consideration by Feed More.
5. All publicity, promotional materials or collateral released to the public or mass media referencing Feed More's involvement require advance review/approval from Feed More and must comply with existing guidelines regarding the use of our name and/or logo.

As the event host, information, invitations and news from you is quite impactful. And here are a few ways we can help you spread the word:

- If you create a public Facebook Event and tag @FeedMore in the description, we can accept/add ourselves as co-host.
- If your public Facebook posts include @FeedMore (and our tag is activated) we can like, comment and share to our stories.
- If your public Instagram posts include @FeedMoreInc, we can like, comment and share to our stories.
- You can also invite @FeedMoreInc as a collaborator on your Instagram post so it appears on our account grid and is shared with our followers too.
- If your public Twitter posts include @FeedMoreInc, we can like, retweet and reply.

## **Please note:**

- Feed More does not provide staff and/or volunteers to run cause marketing events or promotions.
- Staff and/or volunteer presence at an event is determined on a case-by-case basis.
- Feed More does not share or sell its internal list of donors or supporters.
- Social media recognition excludes campaigns that generates likes or followers.

## **After your event:**

- Please send us a photo and final totals so we can post a thank you on social media.
- If you would like to present us with a check, we would be happy to accept and can help coordinate a photo opp. Please contact Christy Dalton, our Community Engagement Manager, at [cdalton@FeedMore.org](mailto:cdalton@FeedMore.org).

**MORE QUESTIONS? NO PROBLEM. JUST CONTACT COMMUNITY ENGAGEMENT MANAGER CHRISTY DALTON  
AT [CDALTON@FEEDMORE.ORG](mailto:CDALTON@FEEDMORE.ORG)**

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