



Dine Out Restaurant Tool Kit

Thank You!

Thank you for hosting a Give Back Night for Kids' Food Basket! With your help, we can continue to positively impact children's lives in West Michigan. Your business' effort to spread the word among the people you know and encouragement to give back with you is just as important.

By participating in a Give Back Night, it will help you not only increase awareness about the 1 in 5 children in West Michigan that face hunger each day; it is free promotion for your business. Through social media and website presence of hosting a Give Back Night, you can invite new and existing patrons to help raise funds to help us distribute nearly 7,500 Sack Suppers each weekday to children in West Michigan.

It requires very little work from you! This tool kit will provide you with all the essentials of hosting a Give Back Night so you don't have to.

Supporting materials can also be found by visiting:

<http://www.kidsfoodbasket.org/dineout>.

For any additional marketing questions, please contact tarah@kidsfoodbasket.org.

Tool Kit:

Included in this tool kit are all the essentials you need to host a Give Back Night for Kids' Food Basket.

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| Page 2 | ● Flyer |
| Page 3 | ● Sack Supper Donation Card |
| Page 4 | ● Table Tent |
| Page 5 | ● Press Release Template (Just plug in your business name and logo!) |
| Page 6 | ● Example Social Media Posts |

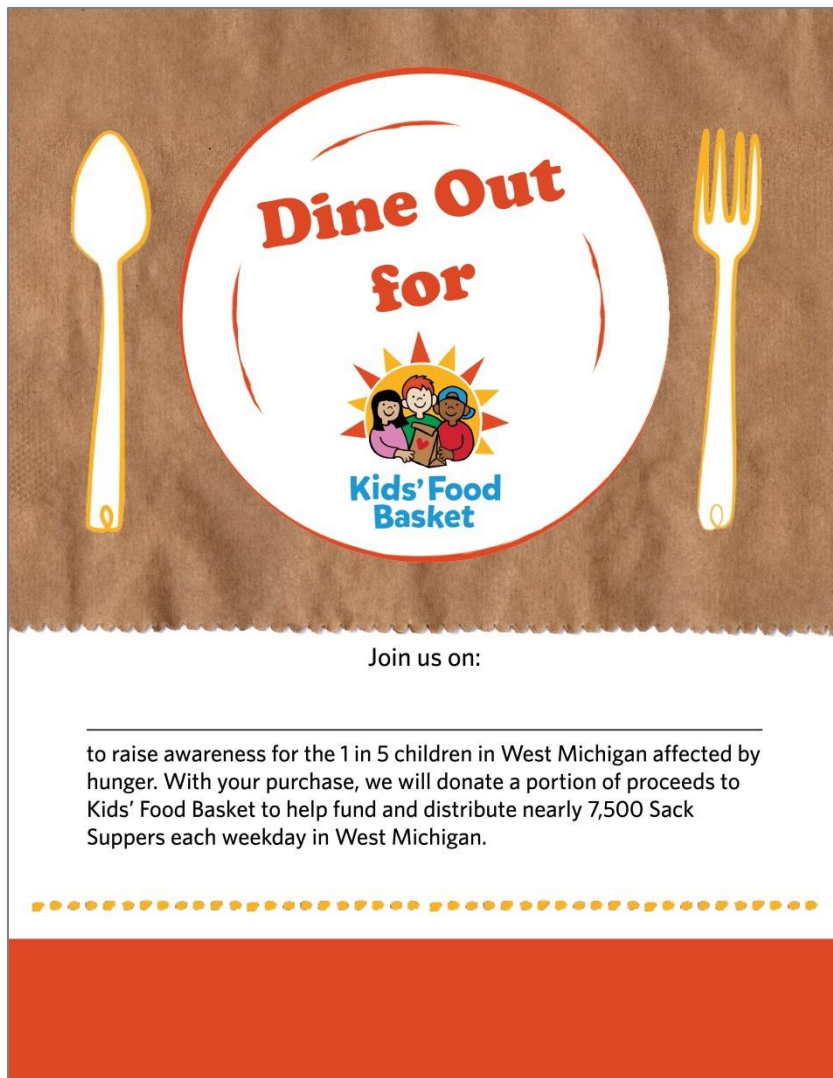
Ready-to-Print Promotional Materials

These high-resolution, ready-to-print materials can be used to promote your participation in a Give Back Night.

Find additional resources and social media messaging to share with your network at <http://www.kidsfoodbasket.org/dineout>.

Dine Out Flyer

This standard poster is ready-to-print and use for in-store promotion of your Give Back Night to your consumers. To download pdf, [click here](#).



Donation Card

This ready-to-print donation card is easy to use and is a great in-store promotion of your Give Back Night to your consumers. To download pdf, [click here](#).



Table Tents

This table tent is ready-to-print and use for in-store promotion of your Give Back Night to your consumers. To download pdf, [click here](#).



For Immediate Release
[Insert Date]

Restaurant Contact
Phone/Email/ After Hours #

Dine Out at [Insert Name] on [Insert Date] in Support of Kids' Food Basket

GRAND RAPIDS, MI — [Insert Name] will be raising awareness for childhood hunger by hosting a Give Back Night on [Insert Date].

Description of Your Promotion: Please provide details about how you are giving back to Kids' Food Basket. For more information on [Insert Name] and our Give Back Night, visit [Your Website or www.kidsfoodbasket.org/community/events].

[Insert quote from executive chef, owner or manager speaking about why your restaurant is participating in a Give Back Night.]

The money raised for Kids' Food Basket will be used to make and deliver nearly 7,500 Sack Suppers to school children each weekday in West Michigan. Sack Suppers, a well-balanced evening meal, contain the nutrition children need to thrive – in school and life. These meals have shown to improve behavior and performance at school, increase standardized test scores and contribute to the overall health and development of children.

“The support of this initiative is critical. We know that when kids have access to food their minds and bodies grow strong and they do better in school,” Bridget Clark Whitney, Executive Director of Kids' Food Basket said. “With the support of the community, we can provide a child daily access to nutritious Sack Suppers that contain the brain food, healthy habits and a touch of love from the community's involvement and dedication to help local kids thrive.”

For more information about hosting a Give Back Night, visit kidsfoodbasket.org/donate/DineOut.

[Insert 2-3 sentences about your restaurant.]

Social Media

Spread the word on social media! Below you will find a few examples that you can use to promote your Give Back Night.

Facebook

- Come dine out with us on [Insert Date] and a portion of proceeds will be donated to Kids' Food Basket. Let's unite to take part on the attack against childhood hunger! #JoinTheAttack #GiveBack
- Dine out with us tonight and a portion of our proceeds will be donated to Kids' Food Basket! Help us give back and raise awareness about childhood hunger right here in West Michigan.
- Do you know 1 in 5 children in Michigan are food insecure? Let's put a stop to that. Come visit us on [Insert Date] and a portion of our proceeds will be donated to Kids' Food Basket. \$1 = 1 Sack Supper delivered to a child.

Twitter

- Come dine with us on [Insert Date] and a portion of proceeds will be donated to @KidsFoodBasket! #JoinTheAttack #GiveBack
- Stop on in tonight for our @KidsFoodBasket Give Back Night! Let's put an end to childhood hunger! #CommunitySolution #GiveBack
- 1 in 5 children in Michigan are food insecure. Let's put a stop to that by dining out with us on [Insert Date]. #JoinTheAttack
- \$1 = 1 Sack Supper given to a child. Dine out with us on [Insert Date] and a portion of your bill will go to @KidsFoodBasket!