



Ottawa Food Bank
La Banque d'Alimentation d'Ottawa

SAMPLE FOOD/FUND DRIVE MESSAGING

Use the sample messaging below in your social media and email outreach!

ABOUT THE OTTAWA FOOD BANK

HOW YOUR DONATION HELPS THE OTTAWA FOOD BANK!

The Ottawa Food Bank wants to not only provide food for people but provide the most nutritious food possible. Your financial donation helps the Ottawa Food Bank purchase the expensive and necessary items that everyone needs and deserves such as: fresh fruit and vegetables, dairy, grains, sources of protein as well as much-needed diapers. The Ottawa Food Bank provides this food to over 39,000 people every month with the help of their network of 112 emergency food programs across the city. Thank you for supporting the Ottawa Food Bank – we could not do it without you.

YOUR IMPACT

Did you know that for every \$1 donation the Ottawa Food Bank is able to deliver \$5 worth of food into the community? That means that every dollar raised has 5x the impact!





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SAMPLE EMAILS

Dear [NAME],

Please join **me/us** in supporting the **Ottawa Food Bank**! For every \$1 donated the Ottawa Food Bank can deliver \$5 worth of fresh, nutritious food to the network of 112 community food programs throughout Ottawa. These frontline programs provide choice and address the dietary needs of the 39,000 people who access a community food bank every month.

Here's who we're helping-

<https://www.ottawafoodbank.ca/stories-of-those-who've-moved-beyond-hunger/>

It costs \$252 to fill a family fridge for a week. Let's see how many fridges we can fill together!

Click on **DONATE** now and make 5X the impact!!

Help us help people get beyond hunger.

SAMPLE SOCIAL MEDIA POSTS

Help me/us fill fridges for @ottawafoodbank on **(insert date and time)** at **(insert location)**!! Every \$1 donated puts \$5 worth of fresh, nutritious food back into the community. 5X the impact! **(insert donation page link)** #fillingfridges #communityfooddrive #freshisbest #BeAHungerHero #OttCity #donate

Add this information if you're also hosting a food drive: <https://www.ottawafoodbank.ca/wp-content/uploads/2021/09/OFB-OPH-Food-Donation-Poster-EN.pdf>

NOTE FROM THE OTTAWA FOOD BANK!

You know your audience best so feel free to create your own messaging. If you do be sure to tag @ottawafoodbank and use hashtags to tell people about your event and get more engagement ie. #communityfooddrive #fillingfridges #dollarsfordiapers