



BLESSINGS IN A BACKPACK

Who will feed the kids this weekend?

DIGITAL MEDIA

*Social Media
and Website*



Social Media

- *The channels*
- *Fundraising*
- *Ads*
- *More!*



get **published**

Social Media Channels Explained



Facebook

I LIKE DONUTS



Twitter

I'M EATING A
#DONUT



Pinterest

HERE'S A DONUT
RECIPE



Instagram

HERE'S A PHOTO
OF MY DONUT



LinkedIn

MY SKILLS INCLUDE
DONUT EATING



Google+

I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS



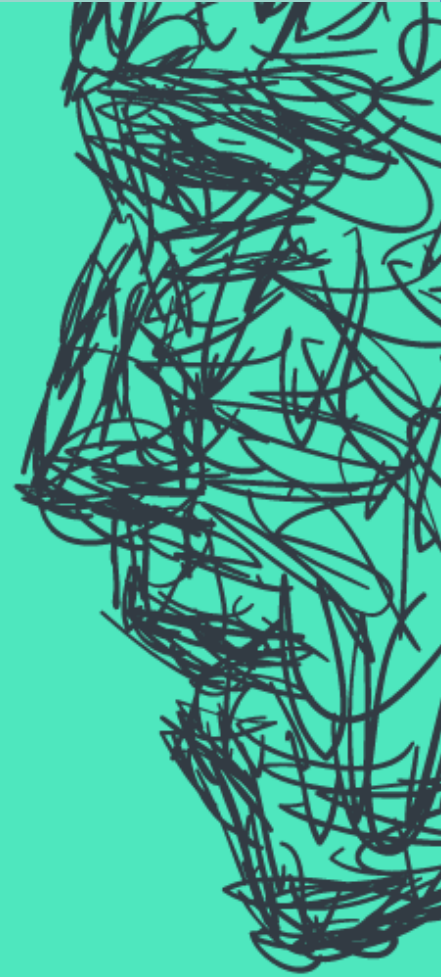
BLESSINGS IN A
BACKPACK

facebook

People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

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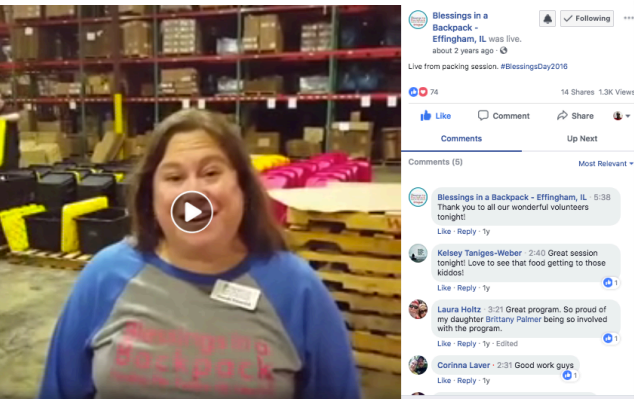
Instead of creating content *for your brand* that people might interact with, we need to start creating content *for the people* that will spark enough emotion to generate a comment or share.



facebook

Active interactions
such as commenting,
sharing, and reacting.

"When love is the
way, then no child
will go to bed hungry
in this world ever
again."
-Rev. Michael
Bruce Curry



Posts needs to
spark conversation
among people.

Share relevant and
meaningful stories.
No engagement bait!

Go live! Live videos get
six times as many
interactions as regular
videos.

Facebook Friends, hop over to Blessings in a Backpack's Twitter at 3:00 PM Today (Thursday, April, 26) for a Chat with First Coast Blessings in a Backpack's Board member, Andy Le.

Andy will be sharing more about fighting childhood hunger in Northeast Florida and the upcoming Fancy Pants Party benefiting First Coast Blessings in a Backpack.

<https://twitter.com/BlessinBackpack>

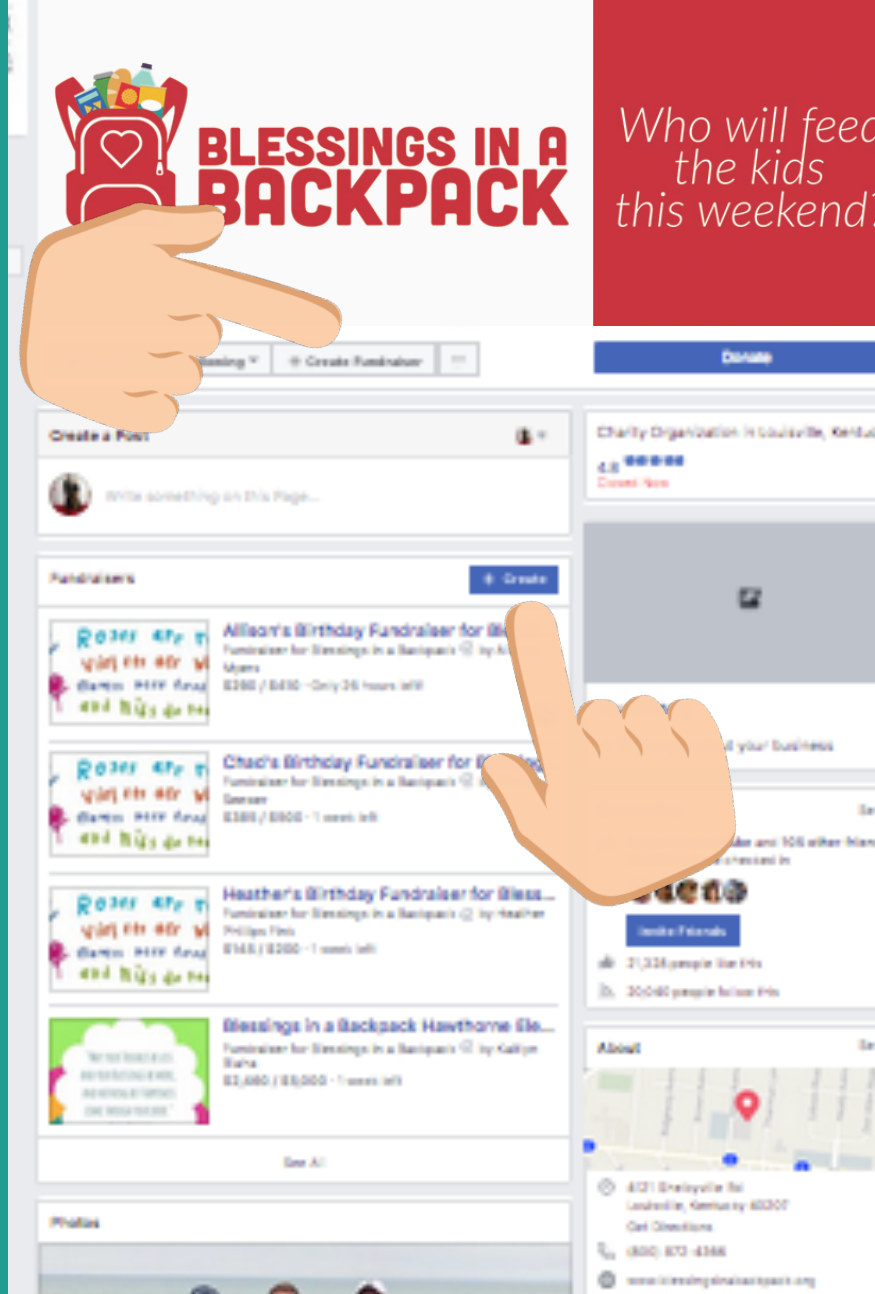


Tag Blessings in a
Backpack so we can
share your post!



Facebook Fundraising!

1. Go to our Facebook page.
2. Choose 'Create Fundraiser.'
3. Set a fundraising goal and end date.
4. The title of your fundraiser **MUST** include your PROGRAM NAME.
5. Choose a cover image... and create!





**IN 2018, WE'RE CELEBRATING A MILESTONE BIRTHDAY
AND 10 YEARS OF FEEDING KIDS ON THE WEEKENDS!**

*We invite YOU donate your birthday make even more
hunger-free weekends possible for kids in your community.*



Instagram

Instagram is a photo and video-sharing social networking service. It is considered to be the best social media platform for customer engagement.

Post images and videos that tell your program's story.

Tag community partners, corporate donors, and Blessings.

*Start an InstaPod.
Work with an influencer in your community.*

COMMENTING TIPS FOR Instagram

1. *Use more than four words in your comment.*
2. *Avoid generic phrases ("I love it!") or a series of emoticons.*
3. *Tailor your comment to the image or caption (show intention).*
4. *Tag the person in your comment (@namehere) for an even more personal touch.*

Instagram

More than 200 million people use Instagram Stories

- *Build brand awareness*
- *Strengthen relationships and start new ones!*
- *Get a behind-the-scenes look at your program*

- *Use our new hashtag!*
#blessingsina 





Twitter allows users to share thoughts, news, and information in real-time in 280 characters or less. It's a great tool for networking and driving people to your website.



Write specific thank you messages to your supporters and tag their Twitter handles.



Mayor Greg Fischer @louisville mayor · May 23
Great job by @texasroadhouse and partners — packing meals for young people at @louky parks community centers with @BlessinBackpack. Our city supports young people in many ways, including budget funding for summer jobs, cultural experience & more

You Retweeted
Derby Academy @DerbyAcademy · May 11
Hey @BlessinBackpack - You've got 1,125 bags of food coming your way! 🙌 So happy to help make a difference! bit.ly/2KfyIRU



For every self serving post you tweet, engage with or RT one of your constituents.

Respond to everyone and in a timely manner.

BlessingsInABackpack @BlessinBackpack · May 17
@BravoTopChef @PadmaLakshmi Tomorrow morning, 9-10aET
@Engelhard_Elem, we're sending kids in #Louisville home with backpack full of food for the weekend & we'd love for you to join us!



Engage journalists and community leaders who are passionate about your cause.

Pin a Tweet with important info about an upcoming event to your donate page.





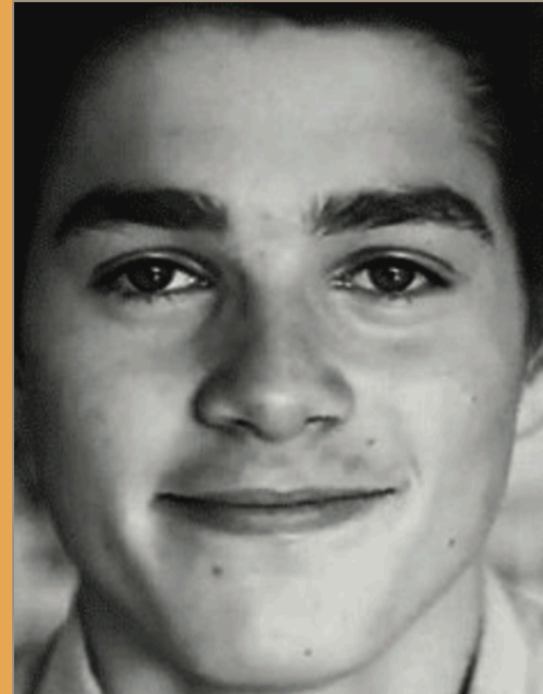
LinkedIn is the world's largest professional network. It's a good tool for recruiting donors and volunteers. Add keywords to your job title and volunteer summary.

Ads for social media and print. Ads are focused on our mission (the kids!), the food, and our volunteers.

Mondays are hard enough.
Try doing it hungry.



When school ends on Friday afternoon, over 13 million children in America go home to empty cupboards and empty bellies for 65 hours until they return on Monday morning. They eat Federally funded meals at school during the week, but weekends they often go hungry. At Blessings in a Backpack, we're trying to help a lot of these kids right in your community by sending them home on Fridays with a backpack full of food. Will you help us? For more information go to www.blessingsinabackpack.org.



He thought the most awesome thing he ever did was get 527 likes on Facebook.

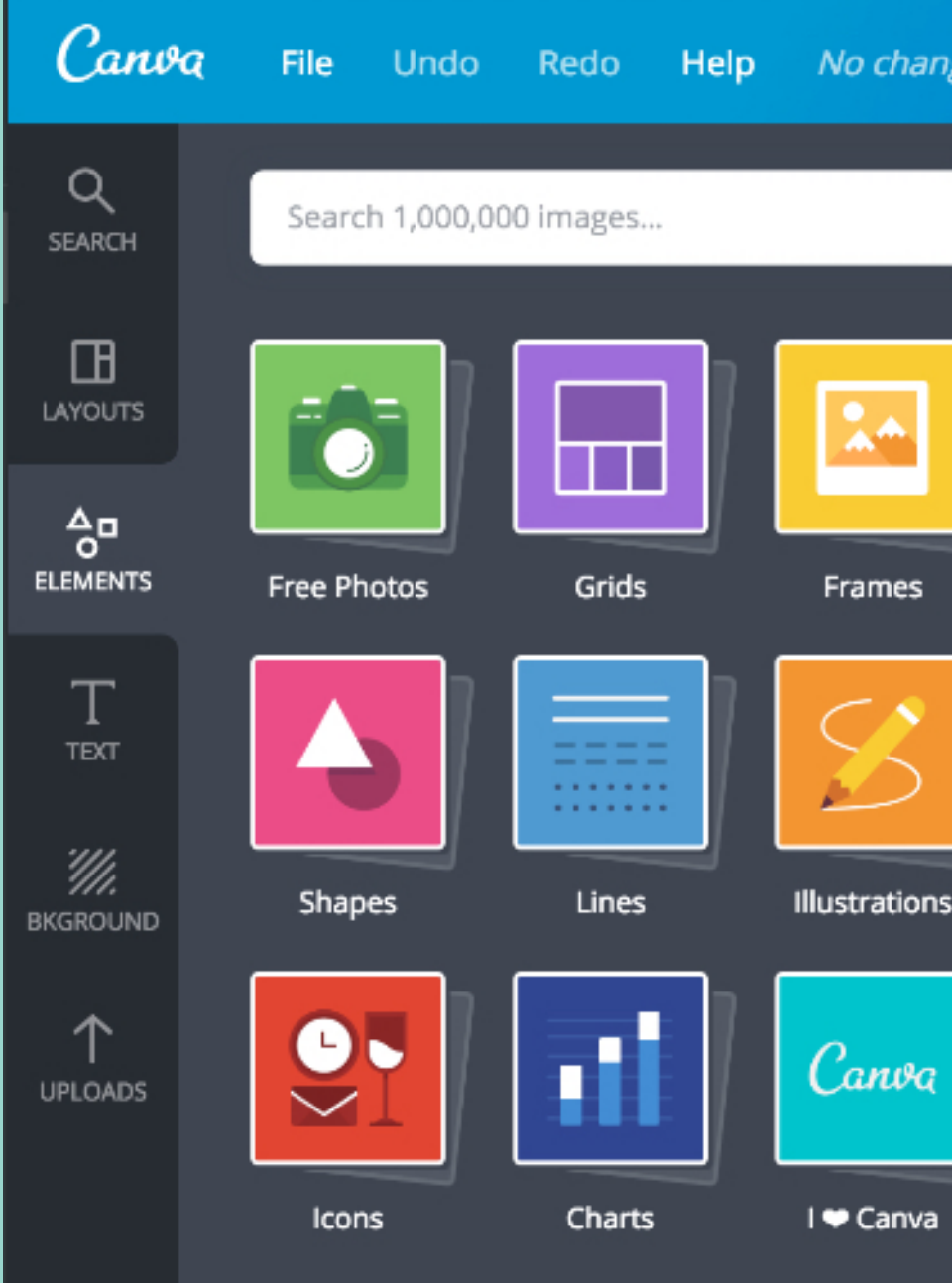
Until he filled up a backpack.

527 Likes? That's nothing compared to the "Likes" you'll get when you fill up a backpack with food for a hungry kid. Over 13 million kids in America don't have enough food to eat on the weekends. By volunteering, you can help change that. Yes you.

So sign off and sign on to truly the most awesome thing you'll ever do. Find us at [Blessings in a Backpack.org](http://Blessingsinabackpack.org).



Canva is a free graphic-design tool website. It uses drag-and-drop format and provides access to millions of images, graphics, and fonts.



vimeo

Vimeo is a video-sharing website in which users can upload, share and view videos.

vimeo.com/user26809700



BLESSINGS IN A BACKPACK AT A GLANCE

Who we are

One in five American children face food insecurity — more than the populations of New York City, Los Angeles, and Chicago combined. During the school week, most of these children depend on the federal free and reduced meal program their school offers. Sometimes, the meals at school are the only ones they get. When the school closes it doors on Friday afternoon, many of these children go home to empty cupboards and empty bellies for 45 hours until they return to school on Monday morning. Who will feed them this weekend?

We **WILL**.

Blessings in a Backpack provides food on the weekends for elementary school children across America who might otherwise go hungry.

Blessings in a Backpack's Intown Atlanta Program is currently providing hunger-free weekends for 30 children.

[Learn More](#)

WHAT WE DO

Website

- The pros of using Wix
- Donate page and your SSL



We can embed code for a donate page for your page.

You'll need a SSL certificate to secure your website.

Cost is as little as \$10 a month. This is a program expense.

Donation

Gift amount:

Feed One Child for One Year **\$100**

Feed Three Children for One Year **\$300**

Feed Five Children for One Year **\$500**

Other \$

Designation

Designation:

First Coast Area of Greatest Need

Recurring Gift

Make this a monthly gift

Billing Address

Make this gift on behalf of an organization





*Do you wanna
build a website?!*

Wix.com



FOLLOW US!

*Facebook.com/
blessingsinabackpack*

*Program Coordinators
Closed Group:
facebook.com/groups/
1586070004976529/*

Blessings in a Backpack Program Coordinators

Closed Group

About

Discussion

Members

Events

Videos

Photos

Files

Search this group

Shortcuts

Blessings in a Bac... 20+

Blessings in a Backpack...

Taylor Swift - Louisville...

JCC Moms 7

Blessings in a Back... 4

502 New(ish) Mamas 3

RMHCK Red Shoe Crew

Fairlawn Friends

LIFT4- Whats the H... 8

Holy Spirit School Spiri...

Focus Louisville 18 1

Non-Profit Communica...

Vandy's Road to Mu... 5

Good Girls Club 13

JCC Louisville Pre... 20+

I heart Professor Thom...



Instagram



@blessingsinabackpack

@blessinbackpack

*Linkedin.com/
company/blessings-in-
a-backpack/*





CREATE A FACEBOOK PAGE

1. Top right of Facebook, you'll see an arrow in the corner of the blue bar.
2. Click 'Create Page' in dropdown. For type of page choose 'Community or Public Figures.'
3. Type your program name + Blessings in a Backpack; category 'Charity Organization.'
4. Upload your profile picture (Blessings logo or custom logo) and cover photo. Add a short description – Blessings mission statement + facts about your local program and childhood hunger in your community.
5. Create username and you're all set!

SET UP AN INSTAGRAM ACCOUNT

1. Download the app to your phone and launch the app.
2. Connect to your Facebook page... or complete the profile setup and create a new business page.
3. Edit your profile. Include a link to your website or link to blessingsinabackpack.org. Include a description about your program in 150 characters or less.
4. Invite contacts to follow you. Fill your gallery full pictures and videos. Create Instagram Stories!

Note: you can only set up one Instagram account per email address.



START TWEETING!

1. Go to [Twitter.com](https://twitter.com) and click “Sign Up.”
2. Input your information. Username should be 15 characters or less. Follow the steps.
3. When you select interests and choose accounts to follow, be sure to choose Blessings in a Backpack and your local partners and community organizations.

Note: You can only have one Twitter account per email address.

