

mind
MAP
social media

01

Brand

People build relationships with people, not organizations. Create content that is authentic and shows your culture, people, or behind the scenes. Talk about your why and how you make a difference with the work you do.

02

Authority

In order for your supporters to trust you, they need to see content that shows your knowledge and competence. You want to share educational content that positions your organization and your people as authority. Examples are case studies, testimonials, question and answer sessions, community partner programs

03

Community

Keep an eye on what is trending in your community and your non-profit sector. This could be videos, articles, events in your community. Share the love by mentioning the good work that others do

04

Inspiration

Questions, quotes, thank yous, holiday celebration is great content to increase engagement while being in-spiring and grateful.
Motivational Quotes
Questions you are asked?
Stories- Staff, Volunteers, Clients

05

Promotions

Events, fundraising campaigns and sharing information about your service is promotional..
Events - Internal & External
Create a list of promotions



- Food Sovereignty
 - Develop a public engagement and awareness strategy centred on food sovereignty
- Access to Food
 - Increase sustainable and equitable access to good food in our community
 - Facilitate increased production of local food and create opportunities for land access
 - Advocate for and develop policies that support resilient food systems
- Equity, Diversity, and Inclusion
 - Formalize values of Equity, Diversity and Inclusion (EDI) within programming
 - Define our role in the community and understand barriers to participation within our programs and organization
 - Facilitate opportunities for greater community engagement and interaction

Urban Ag

Brand

Share stories of donors, community partners, participants, volunteers

Community Training Farm
Community Harvest Gardens
Kingston Community Gardens Network
Grow A Row
Gleaning

Inspiration

Thank a volunteer, highlight the work of a staff member, a community organization
Awareness Days / Causes

Access to Food

Authority

Insights, Tips -ie, gardening, food storage, share news from community partners, quote someone of inspiration, share a food pillar in relation to program

Food Sovereignty

Equity, Diversity & Inclusion

Promotions

Promote program, share behind the scenes, Share a client story and direct to donation page

Community

Share a partner page or news, share an event or workshop, recommend a program

Community Kitchens

Brand

Share stories of donors, community partners, participants, volunteers

Authority

Insights, Tips -ie, cooking, budget, recipes
share news from community partners,
quote someone of inspiration,
share a food pillar in relation to program

Open Kitchens
Outdoor Kitchens
Cooking Connections
Wiisinidaa!
Good Food On A Budget
Custom Workshops

Access to Food

Food Sovereignty

Equity, Diversity & Inclusion

Community

Share a partner page or news, share an event or workshop, recommend a program, testimonial

Inspiration

Thank a volunteer, highlight the work of a staff member, a community organization
Awareness Days / Causes
National Food Days

Promotions

Promote program, share behind the scenes, Share a client story and direct to donation page

Grow Project

Workshops

Local field trips

Lessons, materials, activities, and resources

All connected to the Ontario curriculum

Brand

Share stories of donors, community partners, participants, volunteers

Inspiration

Thank a volunteer, highlight the work of a staff member, a community organization
Awareness Days / Causes

Access to Food

Food Sovereignty

Authority

Insights, Tips -ie, seed balls, importance of insects, quote someone of inspiration, share food pillar in relation to program

Equity, Diversity & Inclusion

Promotions

Promote program, share behind the scenes, Share a client story and direct to donation page

Community

Share a partner page or news, share an event or workshop, recommend a program, testimonial

Local Food Access

Local Food Market Stands
Community Harvest Markets
Farmers Markets

Access to Food

Food Sovereignty

Equity, Diversity & Inclusion

Community

Share a partner page or news, share an event or workshop, recommend a program - hours and places, testimonials

Brand

Share stories of donors, community partners, participants, volunteers

Authority

Insights, Tips -ie, food storage, what is in season quote someone of inspiration, share a food pillar in relation to program

Inspiration

Thank a volunteer, highlight the work of a staff member, a community organization Awareness Days / Causes

Promotions

Promote programs, share behind the scenes, Share a client story and direct to donation page

Post Ideas

Mondays- About people
 Tuesdays- What do we do; posts about programs
 Wednesdays- Celebrate our victories
 Thursdays- How our work fits into food sovereignty
 Fridays- Social justice and dignity- How our work builds solidarity, skills, human connection

News/Community	Authority	Inspiration	Brand	Promote	News/Community	Inspiration
#Locallove What other local agency or small business can you recommend and why	Share an infographic related to your cause.	Thank your supporters for their generosity. Awareness Days	Make your donor your hero. Spotlight a donor and why he likes to give to your cause.	Promote one of your services. Explain what you do and how it helps.	Share a news article, blogpost, podcast or video related to your cause.	Motivational Quote Facts Success Stories
News/Community	Promotion	Inspiration	Brand	Authority	News/Community	Brand
Favorite educational resource your audience would be interested in.	Share a client impact story and share link to donation page.	Testimonials LS Values	Share an opinion: Your followers want to know you stand for something;	Offer expert insights into a trending topic: This helps establish you as a thought leader in your field.	Tag another Facebook page: Generate some good karma by helping to promote another organization	Spotlight: Feature a volunteer or volunteer team say thank you. Video or photo.
Authority	Promote	Brand	News/Community	Inspiration	Authority	News/Community
Quote and influencer from your niche and why you like that quote.	Behind the scenes: Photo of a team at event, at work	Feature a client. And share how your service has impacted his/her life.	What is going on in your community this weekend. Share upcoming events.	Thank a volunteer	Share a chart: Share an interesting chart or graph that's relevant to your audience.	Latest news: Anything in your organization changing? Newsletter

Hashtags

#buildcommunity ##localfoodsystem #goodfoodmatters #resilience #dignifiedaccess #localfood #foodforpeople #sustainability #localfoodproviders
 #naturalresources #socialjustice #equalrights #equity #diversity #inclusion #livableincome #localfoodaccess #localproduce #farmersmarkets
 #communityharvest \$foodliteracy #foodsoveriegnity #plantbased #outdooreducation #empowerstudents #socialjustice #education

Seven Pillars

1. FOCUSES ON FOOD FOR PEOPLE

- Puts people's need for food at the centre of policies
- Insists that food is more than just a commodity

2. BUILDS KNOWLEDGE AND SKILLS

- Builds on traditional knowledge
- Uses research to support and pass this knowledge to future generations
- Rejects technologies that undermine or contaminate local food systems

3. WORKS WITH NATURE

- Optimizes the contributions of ecosystems
- Improves resilience

4. VALUES FOOD PROVIDERS

- Supports sustainable livelihoods
- Respects the work of all food providers

5. LOCALIZES FOOD SYSTEMS

- Reduces distance between food providers and consumers
- Rejects dumping and inappropriate food aid
- Resists dependency on remote and unaccountable corporations

6. PUTS CONTROL LOCALLY

- Places control in the hands of local food providers
- Recognizes the need to inhabit and to share territories
- Rejects the privatization of natural resources

7. FOOD IS SACRED

- Recognizes that food is a gift of life, and not to be squandered
- Asserts that food cannot be commodified

Key Messaging

CARE & Food Sovereignty

All of our programs work toward:

- **Connection:** Building community and relationships around good food
- **Access:** Improving access to fresh, locally produced food
- **Resilience:** Systems change for growing strong and healthy individuals and communities in the long-term
- **Education:** Creating safer spaces for skill-sharing and knowledge mobilization
- "Food Sovereignty is the right of peoples and communities to healthy and culturally appropriate food, produced through ecologically sound and sustainable methods, and their right to define and control their own food systems." - La Via Campesina

Values

- Is committed to **social justice** and will both **advocate** for social justice and endeavour to maintain its operations in ways that **promote the equal rights** of its employees, volunteers, and the broader community.
- Is committed to **equity, diversity and inclusivity** and will continue to proactively **dismantle barriers** to participation and **provide opportunity** to those who are most likely to be **marginalized**.
- Is **respectful** and will ensure its **programs focus on supporting the dignity of all people**.
- Believes in the strength of vibrant and connected **community food systems**.
- Believes that all people have the right to a **livable income**.
- Believes that **access to good food** is a fundamental right.
- Adheres to **good food principles**.

Branding Statement

Loving Spoonful's mission is to build community around good food in Kingston and area.
We accomplish this through the implementation of innovative, collaborative programs and outreach.

Audience

Donors
Clients
Volunteer
Community Partners

Community Support

Community Partner Organizations
Corporate Donors
Events
News
Job Postings
Volunteers

Key Messaging

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Awareness Days

Canada's Agriculture Day;
National; Agriculture More Than Ever
National Nutrition Month
International Women's Day
National Volunteer Week
National Day for Truth and Reconciliation

News to Feature

Community Partner News
Corporate Donor Support
Community Events
National & World News
Job Postings
LS in the news

After Thoughts

How easy have you made it for others to connect with your cause?

What systems have you designed for you and your staff to easily connect with others, and how well do they work?

What feelings do you consistently invite in your supporters?

- Why does your nonprofit exist?
- What are you going to accomplish?
- How are you making an impact?