05/15/23



**Social Media Marketing** 

## CAMPAIGN



## GREAT CANADIAN GIVING CHALLENGE!

Great Canadian Giving Challenge! From June 1st to 30th, every \$1 donated to our charity via CanadaHelps.org or CanadaHelps fundraising tools is a chance to win a \$20,000\* donation.

Every registered Canadian charity is automatically entered: all WE need to do is launch our campaign!

1 POST PER WEEK ON INSTAGRAM & FACEBOOK





It's June!

That means the Great Canadian Giving Challenge is here! Every \$1 you give this month through <u>CanadaHelps.org</u> enters us to win \$20,000!

With 1 in 7 households in Canada who don't know if they will have enough food next week or next month, that would be A LOT of connection to fresh good local food for everyone in our community!

Help us to connect people in our community to good fresh local food!

Thank you!

www.lovingspoonful.org/donate





Help us Build Community!

Every \$1 you give this month through <u>CanadaHelps.org</u> enters us to win \$20,000! for Loving Spoonful programs. Loving Spoonful's Community Kitchen programs convene people around good food. Children, families and adults learn healthy food skills and build community. As you know, good food brings people together, so building programming around good food is only common sense.

https://www.lovingspoonful.org/community-kitchens
Help us bring people together!
www.lovingspoonful.org/donate
Thank you!





Please help us to continue growing and providing good, fresh, local food to everyone!

Every \$1 you give this month through <u>CanadaHelps.org</u>

enters us to win \$20,000! to help with our mission to connect more people with good food.

At the Community Harvest Markets, all items on the table are available at a sliding scale, \$0-5 per item.

With this dignified access model, we allow people to choose what they like from a broad array of fresh, local food, and everyone is treated with the same respect regardless of how much they pay.

Help us to empower our community!

https://www.lovingspoonful.org/donate





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Today is the last day to help us win \$20,000!

Every \$1 you give in June enters us for a chance to win \$20,000 Letting us to continue to expand the GROW Project! This Spring, each of our now 25 GROW schools was offered one in-class workshop, completely customizable to the learning goals of the group. Workshop topics include: garden planning and planting (See photo of feedback on this workshop from one of our GROW students!),indoor growing, how to use a grow light, how to plant a spring garden, what is compost, how to prepare a fresh salad, the impact of storytelling, and garden mindfulness.

Over the month of May, we've reached approximately 350 local GROW students!

Donate now: <a href="https://www.lovingspoonful.org/donate">https://www.lovingspoonful.org/donate</a>

#GivingChallengeCA

https://www.lovingspoonful.org/grow-project

## ETIQUETTE



- PROPER HASHTAGS ON INSTAGRAM
- USE LINKTREE FOR WEBSITE LINK TO LOVING SPOONFUL PROGRAMS & DONATION PAGE



 WEBSITE LINKS TO LOVING SPOONFUL PROGRAMS & DONATION PAGE ON FACEBOOK

#buildcommunity #localfoodsystem #goodfoodmatters #resilience #dignifiesaccess #foodliteracy #foodsovereignty