Restaurant Partner Toolkit
Thank you for partnering with Northern Illinois Food Bank and making a commitment to solving hunger through our Pass the Plate campaign!

We want this campaign to be as beneficial for you as it is for the Food Bank and the more than half a million people we serve each year through our member agencies and feeding programs.

To this end, we've created this toolkit in hopes it will make setting up your promotion as easy as possible.

We hope you find this resource useful, and we encourage you reach out to us if you need anything at all during the campaign. Thank you again for joining us as we work to solve hunger across Northern Illinois! What you do matters.

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Training your staff

Rallying your staff to advocate for your campaign is essential to its success. Below are some key points about the campaign to share with your staff, to post at registers, and/or to ask your staff to mention to customers.

About Pass the Plate
Pass the Plate is Northern Illinois Food Bank’s fundraising campaign for restaurant partners, and is a way to showcase your business to your local community and customer base.

- Northern Illinois Food Bank is partnering with local restaurants across our 13-county service area to raise funds during the month of September, which is Hunger Action Month, Feeding America’s national campaign to raise awareness for the issue of hunger.
- Each restaurant hosts its own unique promotion to support the Food Bank through sales of a special item, point of sale donations, etc.
- All money raised through each restaurant’s promotion goes directly toward feeding hungry neighbors in their community.

About Northern Illinois Food Bank
- Northern Illinois Food Bank is a local non-profit organization that distributes food to hungry neighbors across 13 counties.
- We provide food for more than 800 agencies which include food pantries, soup kitchens, youth and senior feeding sites and programs.
- The Food Bank relies on donations from food manufacturers, local grocers, corporations, foundations, and individuals to continue feeding hungry neighbors.
- The Food Bank can turn every $1 donated into $8 worth of groceries for hungry neighbors.

About your restaurant’s unique promotion/campaign
- At __________, our goal is to raise $________ for the Food Bank.
- Please consider donating to Northern Illinois Food Bank by ____________.
  Examples include:
  ▪ Ordering the “pass the plate special” where 10% of all proceeds go to Northern Illinois Food Bank
  ▪ All proceeds from ordering [this special menu item] will go to Northern Illinois Food Bank
  ▪ Adding a $5 donation to your bill at the register
Getting the Word Out

While your staff will be the main face of your campaign, it is crucial to let people know about your participation in the Pass the Plate campaign in a variety of ways—both inside and outside your restaurant in order to build recognition and participation in the program. Here are some basic steps you can take to ensure you are doing everything possible to get the word out:

Display information inside your restaurant. Northern Illinois Food Bank will provide you with Pass the Plate signage for your restaurant. Please display this prominently on a window, counter, register or table space that is an obvious focal point for customers and staff. Signage is intended to remind and prompt conversation about the campaign, creating the perfect opportunity for your staff to ask customers for donations.

Share what’s happening on social media. Post photos of your special across your social platforms, take photos of customers who have donated and post them on Instagram or Facebook (with permission of course!), re-Tweet the Food Bank’s posts about Hunger Action Month and Pass the Plate, create a Facebook event for your Pass the Plate promotion; maybe even livestream an invitation encouraging go live on Facebook to encourage people to come dine with you and support a great cause while they do! The more you can do on social media to keep your campaign top-of-mind, the more participation (and traffic) you will receive.

Reach out directly to your network. If you have a mailing list, let your most loyal patrons know what you are doing this month. Know of a company that always orders lunch from you? Be sure to include a copy of the Pass the Plate flyer with your next delivery!
**Tips for Making Giving Fun**

It can be difficult to ask customers if they would like to make a donation, but it doesn't have to be!

Being creative in how you engage your audience can help to make “the ask” easy and fun. Here are a few ways to get started:

- **Make it simple and easy.** No one wants a confusing process, so make it as simple as possible.
  - Create an option to round up to the nearest dollar or to make a donation at point-of-sale.
  - Put a jar out at the host(ess) stand and make sure people know it is there if they want to donate.

- **Start a friendly competition among servers, cashiers or shifts.** Create incentives for your staff to get involved. The more engaged they are, the more money you’ll raise and awareness you will spread.

  Maybe the server with the most donations at the end of a shift doesn’t have to roll silverware or picks their section next shift? Food for thought!

- **Recognize customers who give.**
  - Consider attaching a simple game or activity for people who choose to give.
    - E.g. “Give and get a prize from the mystery goodie bag!”
  - Can your staff ring a bell for every gift or do a little cheer?

Anything like that can be a way to unify everyone around the campaign and make giving fun!
Customizable Promotional Materials

Please feel free to use/download the following graphic assets—images, logos and language below—and use in your own social media posts or promotional materials.

We simply ask that you please refrain from altering the graphics or the logos in any way, as our branding guidelines require us to present these items in a specific way. Please also be sure to tag us in your social posts!

Customizable Graphics and Food Bank Logos

Please access/download all Northern Illinois Food Bank and Pass the Plate logos and graphics from our website at https://solvehungertoday.org/news-media/resources/.

In addition to our traditional logos, a variety of Pass the Plate-specific lockups and graphics are available for your use.

Northern Illinois Food Bank Social Media Handles (for tagging purposes)

Facebook & Instagram: @northernilfoodbank
Twitter: @ILFoodBank
Hashtags: #PassThePlate, #HungerActionMonth, #TogetherWeAreSolvingHunger

Sample Social Media Language:

Facebook/Instagram:
- Order the #PassthePlate special in September, and feel great knowing that 15% of proceeds will benefit @NorthernIlFoodBank’s Pass the Plate campaign!
- Join us this month to #PassthePlate for those in need. (Insert special/fundraiser). Every dollar donated to the @NorthernIlFoodBank can provide $8 in groceries!
- Bring your appetites to (restaurant name) tonight/during September and help us raise funds for local families facing hunger. (Insert special/fundraiser here). #PassthePlate
o #PassthePlate for someone who can’t this month, and dine with us as we participate in @NorthernILFoodBank’s Pass the Plate campaign for #HungerActionMonth.

o Giving back to hungry neighbors through @NorthernILFoodBank’s #PassthePlate campaign fills us—with delicious food and happiness. (Add a photo!)

Twitter:

o Dine with us this month knowing your meal can help provide food for those facing hunger in our community. #passtheplate for them! [short LINK]

o 1 in 7 people in Northern Illinois faces hunger. This month, we’re partnering with @ILFoodBank to #PassThePlate for them. Dine out. Give back. Feel good. [short LINK]

o Dine out for a cause this month as we partner with @ILFoodBank to help #PassThePlate for hungry neighbors in our community. [short LINK]

#HungerActionMonth

THANK YOU AGAIN FOR YOUR SUPPORT AND PARTICIPATION, AND HAPPY FUNDRAISING