

Poverty is Unnecessary Project 2021

\$25,000 FUND SUPPLIER DONOR SOCIAL MEDIA GUIDE

Questions? To connect your digital or social media team to our team, reach out to WPF Digital Fundraising Specialist olivia.hayden@wholefoods.com.

You may use pre-approved language, or craft your own based on the guidelines in the “Crafting Your Content” section below.

MUST-KNOW INFO:

Activation Dates: October B In-store promo period: October 20- November 2

Party with a Purpose Online Auction: October 18-21: bit.ly/partywithapurpose21

Facebook Sweepstakes: Confirm item under \$150, provide high quality photo of the item, and commit to ship the item to the winner after October 27. Opt in via survey at <https://www.surveymonkey.com/r/G97QSNX> ASAP.

Sweepstakes will run on WPF Facebook page October 20- November 2.

Blog Post Featuring \$25K Partners: Please provide a quote from your brand and a landscape orientation or square photo via survey at this link ASAP by 9/30: <https://www.surveymonkey.com/r/G97QSNX> WPF will post on website and Facebook page October 16.

Resources to Download: (Instagram story frames, design toolkit, and more coming soon to this link): <https://wholeplanetfoundation.org/poverty-is-unnecessary-project-2021-resource-page/>

Hashtags: #WholePlanet, #PovertyisUnnecessary #PartywithaPurpose

Follow us and tag Whole Planet Foundation social media channels:

Instagram: @WholePlanet **Facebook:** @WholePlanetFoundation

RECOMMENDATIONS:

1. **Be authentic.** Mix Whole Planet Foundation language provided below with your own familiar branded content to keep your messages on-brand and relevant for your audience.

2. **Tie like messages together.** Highlight your philanthropic work and other give-back initiatives that help to alleviate poverty when talking about your support of Whole Planet Foundation during this period. If you are participating in our auction, highlight your auction item and encourage others to help raise funds for our mission.
3. **Use the provided Instagram Story frames.** Instagram stories will be posted on this [RESOURCE LINK] soon. Blend your own brand's content into an Instagram Story during October B. Invite influencer partners to share this content in their Instagram Stories, where appropriate.
4. **Make sure to tag us.** Add the tags @wholeplanet and @wholefoods in your Instagram stories so WPF can re-share your content. Tag other \$25,000 Fund Supplier Partners too. Find a list of current \$25,000 Fund Poverty is Unnecessary Fund Partners at <https://www.wholeplanetfoundation.org/partners/supplier-partners>.

CRAFTING YOUR CONTENT:

Please submit custom posts to WPF team by 10/8 for review prior to launch of activation. Please give us at least 3 days to review and approve. You may use this content across different channels as needed. Not seeing what you want? Reach out to olivia.hayden@wholefoods.com.

The following language is approved and can be mixed with your own authentic brand language and voice to maximize engagement with your audience.

- Whole Planet Foundation (@wholeplanet) funds microcredit to alleviate poverty around the globe, and we proudly support their work by donating \$25,000 this year. Together, we can prove #povertyisunnecessary.
- This year, we've committed \$25,000 to alleviate global poverty through the work of @wholeplanet. Microcredit clients change their own lives and lift themselves out of poverty with a small loan that enables them to start or expand their own businesses. #povertyisunnecessary
- Microcredit is a hand up, not a hand out. This year we are donating \$25,000 to @wholeplanet to support the world's poorest people as they start their own small businesses. #PovertyisUnnecessary when we work together to empower people to change their own lives.

- Bid on [your unique auction item] during this year's @wholeplanet Party with a Purpose Online Auction and Benefit! Help us raise funds for people living in poverty. 100% of proceeds from the event will fund microcredit loans to enable people in poverty to start or expand their own businesses. Bidding closes October 21 at 7:00PM CST. Register now: bit.ly/partywithapurpose21
- [Name of client] is a microcredit client of Whole Planet Foundation's partner in [Country]* (find approved client stories [on our website](#))
**Note, microloan recipients are microcredit clients of Whole Planet Foundation's microfinance partners. Whole Planet Foundation funds microloans, and local partners administer them.*

GRAPHIC DESIGN & MORE RESOURCES

You are welcome to use our 2021 WPF Design Toolkit, approved WPF logos, and \$25,000 Fund level logo. You can request this from sandy.mariscal@wholefoods.com or olivia.hayden@wholefoods.com or download them from <https://wholeplanetfoundation.org/poverty-is-unnecessary-project-2021-resource-page/>.

Approved microcredit client stories and photographs to share will be available at wholeplanetfoundation.org/who-we-support. Social media graphics and resources available at this [LINK]. If you have a special request, please contact us.

HELPFUL LINKS TO SHARE IN YOUR POSTS

<https://www.wholeplanetfoundation.org/who-we-support/>: Approved microcredit client stories

<https://www.wholeplanetfoundation.org/about/media-kit>: WPF logos, 2021 brochure, and updated boilerplate statement

[wholeplanetfoundation.org/about/our-impact](https://www.wholeplanetfoundation.org/about/our-impact): Our impact infographic, updated quarterly

<https://bit.ly/partywithapurpose21>: Party with a Purpose Online Auction & Benefit

THIS YEAR'S \$25,000 FUND SUPPLIER PARTNER LIST:

Our current list of \$25,000 Fund Partners include: Alaffia, Ben & Jerry's, Health-Ade, Laird, Lundberg, Pact, Schmidt's, Shea Moisture, Sir Kensington's, Tazo, The Republic of Tea



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 \$25,000 ANNUAL COMMITMENT