

ONE WORLD EVERYBODY EATS

National Everybody Eats Week

PARTICIPANT TOOLKIT

EVERY

COMMUNITY

BODY

IS SERVED

EATS

#NATIONALEVERYBODYEATSWEEK

Our Mission

One World Everybody Eats is dedicated to increasing food security and building community through the pay-what-you-can nonprofit restaurant model.

Our Vision

Every community is
empowered to ensure food
security for all.

Participant Toolkit

Contents

Overview

- Welcome
- Event Overview

Promotions

- Public Relations
- Social Media Assets
- Promotional Supplies

Participant Checklist

- City Proclamation
- Proclamation Procedures
- Local Press Release
- Social Media Activity
Calendar
- Ideas for Additional
Programing



Participant Toolkit

Welcome

I want to thank you for participating in the third annual National Everybody Eats Week from August 22nd – August 28th. Your participation will help individuals nationwide understand the power they have to build community, ensure a table for everybody, and end hunger.

This year we want to continue encouraging our nation to come together. Community Cafes have been building equitable communities for nearly 15 years. During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve; because the challenge and the goal is deeper than food.

This is why your participation in National Everybody Eats Week is so important. With your help, we can encourage more individuals to take an active role in their community café.

Because of you, and the work you do everyday, I hope more communities will be empowered to ensure food security for their neighbors.

Sincerely,

Julie Williams
Board President
One World Everybody Eats



National Everybody Eats Week

Event Overview

Purpose

The purpose of National Everybody Eats Week is to unify and move our nation for change as it relates to the global issue of hunger.

Process

One World Everybody Eats will work with its independent affiliate cafes to host a National Everybody Eats Week.

Payoff

As a result, One World Everybody Eats expects to drive more traffic to existing OWEE cafes, drive awareness of cafes in-process. And identify additional café operators looking to implement a OWEE café in their community.



Promotions

Advertising and promotions provided by
One World Everybody Eats.

National Everybody Eats Week

National Press Release

FOR IMMEDIATE RELEASE: Nonprofit Restaurants Work to Build Community Through Third Annual National Everybody Eats Week (August 22nd – 28th, 2021)

MEDIA CONTACT:

Julie Williams
Board President
One World Everybody Eats
817-689-9756
community@oneworldeverybodyeats.org

ONLINE RESOURCES: [One World Everybody Eats Open Cafes \(Map\)](#)

Fort Worth, Texas (June 15, 2021) - "Food is maybe the only universal thing that really has the power to bring everyone together. No matter what culture, everywhere around the world, people get together to eat." Guy Fieri

One World Everybody Eats, and its network of independent nonprofit cafes, will participate in the third annual National Everybody Eats Week from August 22nd – August 28th, 2021. National Everybody Eats Week is a nationally coordinated campaign to help individuals understand the power they have to build community, ensure a table for everybody, and end hunger.

"We want to encourage our nation to come together," says Julie Williams, President of One World Everybody Eats. "Community Cafes have been building equitable communities for nearly 15 years. During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve."

One World Everybody Eats is a community of Community Cafés® working to increase food security for all by providing a local approach to the global issue of hunger. The organization provides education, networking, and best practice sharing for nonprofit cafes; in order to, empower everyone to embrace the power of food to build community and serve their neighbors with dignity.

"If you're looking to create a stronger connection between you and your community... this is definitely the place to go!" –David, guest at Tricklebee Café (Milwaukee, WI)

"Brilliant way to strengthen the bonds of community with food." –Joyce, guest at Open Door Café (Wytteville, VA)

"This is a community helping." –Nicole, Guest at One Acro Café (Johnson City, TN)

"...Truly a center for the community, a pillar of right. The hearts of the staff are huge, the mindset of the [founder] is centered and full of thought for their fellow man. Thank you for being who you are. This world needs many more like you all..." –Steve, guest at A Place at the Table (Raleigh, NC)

"...As soon as I walked in for the first time I could feel the love of the community. We need more places like this..." –Netta, guest at The Table (Louisville, KY)

- Released June 15, 2021.
- View the full release [here](#).
- Pitches to National Editors/Producers (minimum of 5).



National Everybody Eats Week

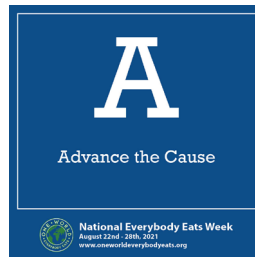
Key Social Media Assets

Use these images to share how communities across the nation are building community through community cafes. Blue and white options are available to fit your café's brand needs. **Click each name to download.**



[Download](#)

Sample Copy: During #NationalEverybodyEatsWeek we are joining with nonprofit community cafes across the country to help you discover the power you have to make a difference. You can help ensure someone eats by purchasing a meal token online at <<your café website>>. #yourhashtag



[Download](#)

Sample Copy: During #NationalEverybodyEatsWeek, we are joining with nonprofit community cafes across the nation to encourage everybody to get involved and advance the cause. Our greatest need right now is for volunteers. You can sign up to volunteer at <<your café website>>. #yourhashtag



[Download](#)

Sample Copy: This week, during #NationalEverybodyEatsWeek, we are joining with nonprofit restaurants across the country to encourage everybody to join the movement by pledging support to end hunger. Pledge your support at www.OneWorldEverybodyEats.org/TakethePledge

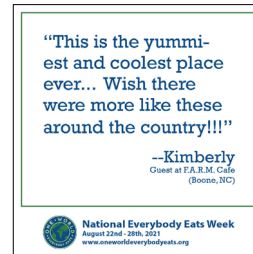
National Everybody Eats Week

Additional Social Media Assets

Use these images to share how communities across the nation are building community through community cafes. Blue and white options are available to fit your café's brand needs. **Click each name to download.**



[CharBee](#)
[Kimberly](#)
[Kit](#)
[Nicole](#)
[Scott](#)
[Stephen](#)
[Tabitha](#)
[Tricia](#)



[CharBee](#)
[Kimberly](#)
[Kit](#)
[Nicole](#)
[Scott](#)
[Stephen](#)
[Tabitha](#)
[Tricia](#)



National Everybody Eats Week Social Media Assets: Sample Copy

“Love the concept. Real sense of community caring...”

--Scott
Guest at Knead Community Cafe
(New Kensington, PA)

“This is the yummi-est and coolest place ever... Wish there were more like these around the country!!!”

--Kimberly
Guest at F.A.R.M. Cafe
(Boone, NC)

“This is community helping.”

--Nicole
Guest at One Acre Cafe
(Johnson City, TN)

“Great food and helping the community? Count me in!”

--Kit
Guest at One Bistro
(Xenia, OH)



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org

Scott sums up what a pay-what-you-can restaurant is all about. This [#NationalEverybodyEatsWeek](#) we are challenging everybody to dine and volunteer at [<<<your café name here>>>](#) to support the work we are doing here in [#YourCity](#). 📷 Knead Community Cafe ([@kneadcommunitycafe](#))

Community Cafes like [@farmcafe](#) and [<<<your café name here>>>](#) are ensuring a table for everybody. You can too! Join us this week for [#NationalEverybodyEatsWeek](#) [ek](#) and celebrate the work of nonprofit cafes across the nation. [#oneworldeverybodyeats](#)

[@oneworldeverybodyeats](#) Community Cafes, like [<<<your café name here>>>](#), are building community even throughout this pandemic. Nicole at [@oneacrefcafe](#) knows too! Discover the power you have to end hunger, and join us this week for [#NationalEverybodyEatsWeek](#) [ek](#)!

[#NationalEverybodyEatsWeek](#), and Kit at [@onebistroxenia](#) sums what a nonprofit community cafes are all about... You can help too! We are challenging everybody to dine and volunteer at [<<<your café name here>>>](#) this week to support the work we are doing right here in [#YourCity](#). [#oneworldeverybodyeats](#)



National Everybody Eats Week Social Media Assets: Sample Copy

“Love the concept.
Real sense of
community
caring...”

--Scott
Guest at Knead Community Cafe
(New Kensington, PA)

“This is the yummi-
est and coolest place
ever... Wish there
were more like these
around the country!!!”

--Kimberly
Guest at F.A.R.M. Cafe
(Boone, NC)

“This is
community
helping.”

--Nicole
Guest at One Acre Cafe
(Johnson City, TN)

“Great food and
helping the com-
munity? Count
me in!”

--Kit
Guest at One Bistro
(Xenia, OH)



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org



National Everybody Eats Week
August 22nd - 28th, 2021
www.oneworldeverybodyeats.org

Scott sums up what pay-what-you-can cafes are all about. This [#NationalEverybodyEatsWeek](#) we are celebrating communities who have gone before us and challenging everybody to learn more about the work [<<<your café name here>>>](#) is doing to end hunger here in [#YourCity](#). 📷 Knead Community Cafe ([@kneadcommunitycafe](#))

Community Cafes like [@farmcafe](#) are ensuring a table for everybody. You can join with [<<<your café name here>>>](#) as we work to replicate a pay-what-you-can café in [#YourCity](#)! Join us this week for [#NationalEverybodyEatsWeek](#) and celebrate the work of nonprofit cafes across the nation. [#oneworldeverybodyeats](#)

[@oneworldeverybodyeats](#) Community Cafes, like the one [<<<your café name here>>>](#) is developing, are building community even throughout this pandemic. Nicole at [@oneacrecafe](#) knows too! Discover the power you have to end hunger, and join us this week for [#NationalEverybodyEatsWeek](#)!

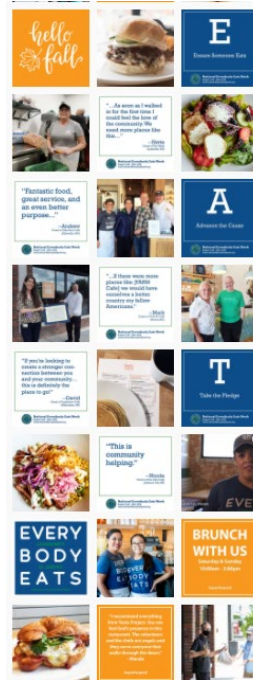
[#NationalEverybodyEatsWeek](#), and Kit at [@onebistroxenia](#) sums what a nonprofit community cafes are all about... You too can help start a café in [#YourCity](#) too! We are challenging everybody to get involved with [<<<your café name here>>>](#) this week to support the work we are doing right here in [YourCity](#). [#oneworldeverybodyeats](#)



National Everybody Eats Week

Implementation Example: Taste Project

- Distinct change in messaging
- Use of key content (E.A.T.)
- Use of additional content (café quotes)

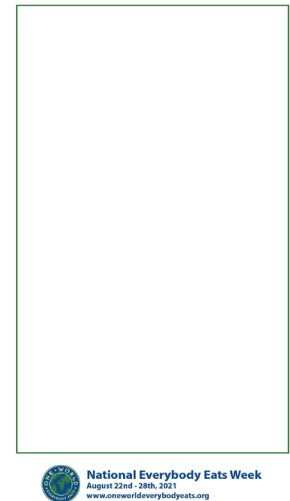
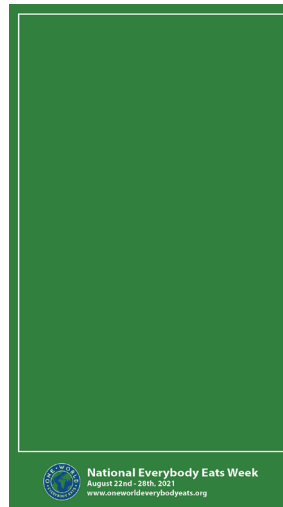
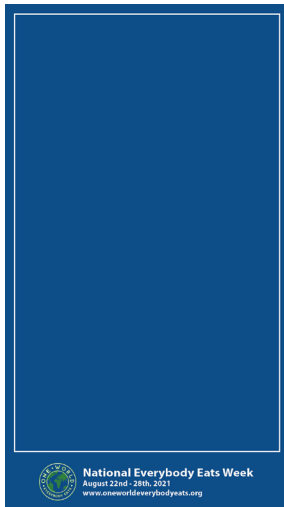


- Photos of volunteers in OWEE t-shirts
- Photos of our café friends
- Highlight café specific events
- Support with food

National Everybody Eats Week

Social Media Assets: Instagram Story

Use these Instagram Story canvases to create and customize your National Everybody Eats Week message. **Click the image to download.**



National Everybody Eats Week

Social Media Assets: Twitter

Use this Twitter cover and/or twitter images to share how communities across the nation are building community through community cafes. **Click each name to download.**



[Everybody Eats
Twitter Cover Image](#)



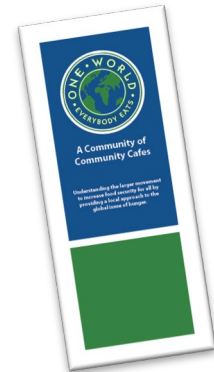
[CharBee](#)
[Kimberly](#)
[Kit](#)
[Nicole](#)
[Scott](#)
[Stephen](#)
[Tabitha](#)
[Tricia](#)



National Everybody Eats Week Promotional Assets



Order by July 24th
to receive by NEEW



T-Shirts: \$10 each

(No minimum, sizes small - XXXLarge)

Artwork available at no cost if seeking local vendor.
Organization must agree to OWEE artwork guidelines.

T-Shirt
Discount
Code:
NEEW2021

Guest 1.5" Stickers: \$15 (roll of 250)

(One roll include with registration)

Artwork available at no cost if seeking local vendor. Can also print on Avery Labels. Organization must agree to OWEE artwork guidelines.

Tri-Fold Community Café Brochure

(25 brochures included with registration)

Artwork available at no cost if seeking local vendor. Organization must agree to OWEE artwork guidelines.

Order Direct from our Website Now >



Participant Checklist

Activities for each participating independent community café.

National Everybody Eats Week City Proclamation

[NAME]
[ORGANIZATION NAME]

SAMPLE PROCLAMATION TEMPLATE

Whereas, [City, State] recognizes that hunger is a global challenge. The devastations of the COVID-19 pandemic left 45 million individuals in the United States food insecure. An estimated 15 million children will struggle with hunger in 2021, in the wake of the global pandemic;

Whereas [City, State] is committed to raising awareness for local efforts to combat the issue of food insecurity during this time of crisis as demonstrated by [Name of Cafe];

Whereas [Name of Cafe] will participate in National Everybody Eats Week, a weeklong national campaign hosted by One World Everybody Eats that aims to build community and dignity around food. One World Everybody Eats is an award-winning organization providing education, networking, and tools to empower nonprofit cafes across the nation. In 2021, our third annual campaign, we wish for mayor all across America to proclaim National Everybody Eats Week August 22-28;

Whereas [Name of Cafe] is improving lives at the local level by minimizing the number of hunger children, adults, and seniors in our community every day. National Everybody Eats Week aims to unify the efforts of our affiliate pay-what-you-can community cafes to decrease hunger across the nation. During the COVID-19 pandemic community cafes worked to ensure that everybody eats, some cafes served record numbers of meals each day, while others supported their communities in other ways;

Therefore, let it be proclaimed that [City, State] declares that the last full week of August is recognized as National Everybody Eats Week.

- Download our template [here](#).
- Download our email request template [here](#).
- Learn how-to [here](#).
- Upon acceptance, notify OWEE at community@oneworldeverybodyeats.org.



National Everybody Eats Week City Proclamation (Email Request)

SAMPLE OUTREACH EMAIL

The following email offers ideas and language you can use as part of your outreach to your mayor and local officials for #NationalEverybodyEatsWeek. Feel free to copy, paste or adjust as you see fit for your cafe as you communicate about your involvement with #NationalEverybodyEatsWeek.

Subject: #NationalEverybodyEatsWeek:

Dear _____,

This year, over the last full week of August, we are taking part in a nationwide effort to bring local attention to the global issue of hunger. We are participating in a weeklong campaign dedicated building community and increasing food security across the nation. One World Everybody Eats will work with its independent affiliate cafes to host #NationalEverybodyEatsWeek – when its nearly 50 pay-what-you-can community cafes will all come together for the purpose of unifying our nation for change as it relates to the global issue of hunger.

We envision the support of local mayors around the country to grow the movement in their area with local café efforts. 2019 is the inaugural year of #NationalEverybodyEatsWeek, hosted by One World Everybody Eats – a national non-profit organization founded by 2017 James Beard Humanitarian Denise Cerreta. One World Everybody Eats affiliate pay-what-you-can community cafes serve over 4,000 meals a day or over 1.4 million meals each year.

Today food insecurity affects more than 40 million individuals in the United States. This means that 1 in 8 households have difficulty providing enough food for all members. #NationalEverybodyEatsWeek seeks to bring attention to local community efforts to ensure food security and dignity for all regardless of financial means while empowering everybody to feel welcome at the table.

Join #NationalEverybodyEatsWeek as an official supporter of our efforts from the City of _____. We respectfully request that the City of _____ officially proclaim the last full week of August as #NationalEverybodyEatsWeek. The City of _____ can really help to make #NationalEverybodyEatsWeek something that will change the way we think about building community through food security for years to come.

It would be an honor to have the City of _____ formally proclaim #NationalEverybodyEatsWeek as a week of bringing visibility to local pay-what-you-can community cafes. Thank you for considering our request.

Use this template when requesting a proclamation via email. Download [here](#).



National Everybody Eats Week

Proclamation Procedures

Here are the most common steps to request a proclamation from the governor or mayor; however, some states and cities may vary regarding proclamation procedures.

- Begin the process early and start by locating the appropriate state or city government website.
- You may find a tab called "Mayor's Page" or "Governor's Page." Also look for "Ceremonial" or "Forms" on the navigation.
- If you do not see any of these, try using the site's Search feature with the word "proclamation."
- Another option is the "Contact Us" link. This area allows you to write a brief message such as:
 - How do I ask the governor to issue a proclamation declaring August 25 – August 31, 2019 National Everybody Eats Week.
- A staff person will probably reply and email a form to complete. Email the form back for an official signature.
- If no form is available, use the proclamation templates provided by One World Everybody Eats located [here](#). Place the proclamation on your official letterhead. Mail or email to the mayor's or governor's office along with a formal request from your state or district association.
- Follow up with a phone call just to be sure your request arrived.
- When you have confirmation that the proclamation has been signed, contact local media to suggest a news item, interview or photo with the mayor or governor and affiliate representatives.



National Everybody Eats Week

Local Press Release (Existing Café)

Edit as needed.

FOR IMMEDIATE RELEASE: [Café Name] Joins Nonprofit Cafes Nationwide to Build Community Through Third Annual National Everybody Eats Week (August 22nd – 28th, 2021)

MEDIA CONTACT:

[Contact Name]
[Contact Title]
[Café Name]
[Phone Number for Reporters]
[Email Address for Reporters]

ONLINE RESOURCES: [One World Everybody Eats Open Cafes \(Map\)](#)

[Your City, Your State] [July 24, 2021] – [Café Name] will join with nonprofit cafes across the country for the third annual National Everybody Eats Week from August 22nd – August 28th, 2021. National Everybody Eats Week is a nationally coordinated campaign to help individuals understand the power they have to build community and ensure a table for everybody.

"We want to encourage our nation to come together," says Julie Williams, President of One World Everybody Eats. "Community Cafes have been building equitable communities for nearly 15 years. During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve."

[Café Name] is a nonprofit pay-what-you-can café, affiliated with the One World Everybody Eats community café network. Here, everyone is welcome. Diners determine what to pay based on what they can afford. And those who can are asked to help their neighbors in need.

During National Everybody Eats Week [Café Name] will [describe additional programing and activities here].

[Café Name] encourages all [Your City] and surrounding residents to come for [type of service] during National Everybody Eats Week. Or consider donating online at [Café Website] to help a neighbor in need.

[Café Name] is open for [type of service] from [Café Hours], [Café Days].
[Café Name]
[Café Address]
[Café Days and Hours]

About [Café Name]
[Include a statement about your café and include your mission and vision]. For more information visit [Café Website].

About National Everybody Eats Week
National Everybody Eats Week started in 2019 by One World Everybody Eats, a nonprofit organization empowering communities to ensure food security for all through its nonprofit restaurant model. The

- Recommended release by July 24, 2021. View our sample café release [here](#).
- Read our tips [here](#).
- Pitch to Local Editors and Producers (recommended minimum of 3).



National Everybody Eats Week

Local Press Release (Proposed Café)

Edit as needed.

FOR IMMEDIATE RELEASE: [Café Name] Joins Nonprofit Cafes Nationwide to Build Community Through Third Annual National Everybody Eats Week (August 22nd – 28th, 2021)

MEDIA CONTACT:

[Contact Name]
[Contact Title]
[Café Name]
[Phone Number for Reporters]
[Email Address for Reporters]

ONLINE RESOURCES: [One World Everybody Eats Open Cafes \(Map\)](#)

[Your City, Your State] (July 24, 2021) – [Café Name] will join with nonprofit cafes across the country for the third annual National Everybody Eats Week from August 22nd – August 28th, 2021. National Everybody Eats Week is a nationally coordinated campaign to help individuals understand the power they have to build community and ensure a table for everybody.

"We want to encourage our nation to come together," says Julie Williams, President of One World Everybody Eats. "Community Cafes have been building equitable communities for nearly 15 years. During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve."

[Café Name] is working to open a nonprofit pay-what-you-can café right here in [Your City]. With help from One World Everybody Eats, a national organization of community cafes, [Café Name] intends to open a café where everyone is welcome. Diners will determine what to pay based on what they can afford. And those who can, will be asked to help their neighbors in need.

During National Everybody Eats Week [Café Name] will [describe additional programing and activities here].

[Café Name] encourages all [Your City] and surrounding residents to give online during National Everybody Eats Week to help support the future launch of [Café Name].

[Café Name]
[Café Website]

About [Café Name]
[include a statement about your café and include your mission and vision]. For more information visit [Café Website].

About National Everybody Eats Week
National Everybody Eats Week started in 2019 by One World Everybody Eats, a nonprofit organization empowering communities to ensure food security for all through its nonprofit restaurant model. The organization supports community cafes around the world in building community and creating a local

- Recommended release by July 24, 2021. View our sample café release [here](#).
- Read our tips [here](#).
- Pitch to Local Editors and Producers (recommended minimum of 3).



National Everybody Eats Week

Press Release Tips

Here are some tips on distributing your local press release.

1. Make a list of all of the media outlets in your community:
 - Small town newspapers and newsletters
 - The main newspaper
 - TV stations with talk shows, weekend public affairs shows, a feature reporter, weekend news shows
 - Local PBS station — local programming
 - Local radio talk shows
 - College campus media outlets (newspapers, radio and TV stations)
 - College kids community service/classes



National Everybody Eats Week

Press Release Tips

Here are some tips on distributing your local press release.

2. Find out who is the decision maker at the TV station or radio station. It is usually the producer. Send out email with a big catch line. What is the hook that will catch their eye? For print, find out who is writing food/community/special interest stories.



National Everybody Eats Week

Press Release Tips

Here are some tips on distributing your local press release.

3. Never just say, “we want you to promote our event”. Instead, think about what is in it for the media outlet. Why would their audience be interested in your segment? Sometimes an event can be part of this.



National Everybody Eats Week

Social Media Activity Calendar

Two Months Out

- Set metric goals.
- Share your press release.
- Create event pages. (Website, Facebook, Instagram Highlight, In-store Poster)
- Utilize #EverybodyEats

One Month Out

- Review metrics.
- Announce additional programing.
- Email supporters.
- Utilize #EverybodyEats

Two Weeks Out

- Build content bank
- Build social calendar for the week.
- Utilize #EverybodyEats

One Week Out

- Utilize #NationalEverybodyEatsWeek
- Confirm additional programing.
- Utilize #EverybodyEats

National Everybody Eats Week

- Email supporters.
- Utilize #NationalEverybodyEatsWeek
- Utilize #EverybodyEats

Week After

- Review metrics.
- Recap the event with staff.
- Email supporters.



National Everybody Eats Week

Additional Programing Recommendations

- Visit from the Mayor or other City Officials
- Daily Lunch Sponsors (Business Buy-Out)
- Farm Partnership
- Celebrity Servers
- Matching Donors
- Food Specials
- Extended Hours



Thank You