

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

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- Event Overview

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Participant Toolkit

Welcome

I want to thank you for participating in the fourth annual National Everybody Eats Week from August 21st – August 27th, 2022. 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 over 15 years. During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve.

And, as the effects of the pandemic wear on each of us, it is clear our challenge is also deeper than just food. The COVID-19 pandemic has triggered a 25% increase in anxiety and depression worldwide.

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 connecting and building community at their local 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 Fourth Annual National Everybody Eats Week (August 21st – 27th, 2022)

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, 2022) - One World Everybody Eats, and its network of independent nonprofit cafes, will participate in the fourth annual National Everybody Eats Week from August 21st – August 27th, 2022. 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.

"Community Cafes have been building equitable communities for over 15 years," says Julie Williams, Board President of One World Everybody Eats. "During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve. But now, it is clear our challenge is also deeper than just food."

According to the [World Health Organization](#), the COVID-19 pandemic triggered a 25% increase in anxiety and depression worldwide. The organization cites social isolation, reduced ability to work, limited support from loved ones, and a lack of engagement in community as stress factors contributing to the sharp increase.

One World Everybody Eats Community Cafes® are dedicated to increasing food security and building community through the pay-what-you-can nonprofit restaurant model. Every Community Café is as unique as the communities they serve, but all One World Everybody Eats member cafes believe in a community-led dignified dining experience where everyone is welcome, and guests can choose what they want to eat from a selection of healthy nutritious options.

"The biggest part for us is to do something that we felt was radically different in the nonprofit sector. I believe in soup kitchens, I believe in access to food no matter what, but I wanted to be involved in something that was more about getting to know and see people for who they are," says Renea Boughman, Executive Director at F.A.R.M. Café in Boone, North Carolina. "Let's cook good meals together, let's talk to each other about our lives, and maybe that way we can figure out how to create some change."

About 20 cafes across 14 states will participate in National Everybody Eats Week. But, regardless of your location, One World Everybody Eats challenges everybody to E.A.T. during National Everybody Eats Week, August 21st – 27th.

- Released June 15, 2022.
- View the full release [here](#).
- Pitches to National Editors/Producers.



National Everybody Eats Week

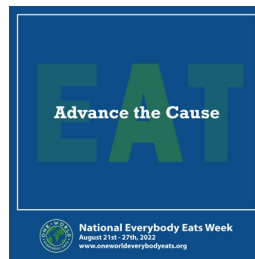
Key Social Media Assets

Use these images to share how communities across the nation are building community through community cafes. **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 graphics to share your organizations beliefs and how it connects to communities across the nation who are building community through One World Everybody Eats. Blue and white options are available to fit your café's brand needs. **Click each link to download.**



[Social enterprise.](#)
[Guests determine what they can pay.](#)
[Guests can choose.](#)
[Everyone is welcome.](#)
[Space for community.](#)
[Opportunity to volunteer.](#)
[Excellent food.](#)



[Social enterprise.](#)
[Guests determine what they can pay.](#)
[Guests can choose.](#)
[Everyone is welcome.](#)
[Space for community.](#)
[Opportunity to volunteer.](#)
[Excellent food.](#)



National Everybody Eats Week

Social Media Assets: Sample Copy

We believe food has the power to bring people together. Sharing a meal builds healthy communities, and healthy communities make a better world.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

We believe everyone should have access to healthy and nutritious food.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

We believe in providing a dignified dining experience. Healthy, prosperous communities support and celebrate every member regardless of means.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

We believe in a community led approach to food security. A strong community results in long-term success.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

Here's 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](#).

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

[@oneworldeverybodyeats](#) Community Cafes, like [<<<your café name here>>>](#), are providing a dignified dining experience regardless of financial means. Discover the power you have to end hunger, and join us this week for [#NationalEverybodyEatsWeek!](#)

[#NationalEverybodyEatsWeek](#), highlights what a community led approach to food security looks like. 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

We believe food has the power to bring people together. Sharing a meal builds healthy communities, and healthy communities make a better world.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

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We believe in a community led approach to food security. A strong community results in long-term success.



National Everybody Eats Week
August 21st - 27th, 2022
www.oneworldeverybodyeats.org

Here's what a pay-what-you-can restaurant is all about. This [#NationalEverybodyEatsWeek](#) we are challenging everybody to learn more about the work [<<<your café name here>>>](#) is doing to end hunger here in [#YourCity](#).

Community Cafes are serving up healthy nutritious food all over the US. 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 providing a dignified dining experience regardless of financial means. Discover the power you have to end hunger, and join us this week for [#NationalEverybodyEatsWeek](#)!

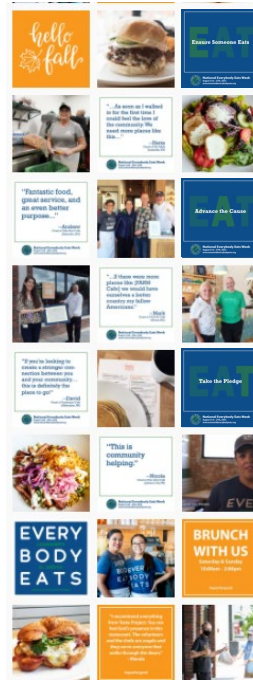
[#NationalEverybodyEatsWeek](#), highlights what a community led approach to food security looks like. You too can help start a café in [#YourCity](#) too! We are challenging everybody to get involved with [<<<your café name here>>>](#) this week to support the work we are doing right here in [YourCity](#). [#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)

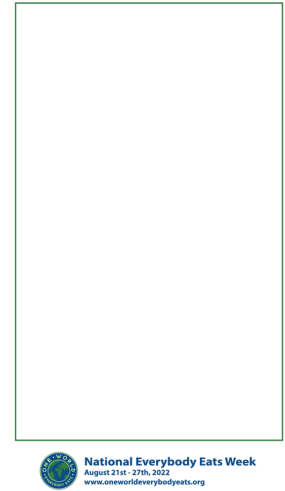
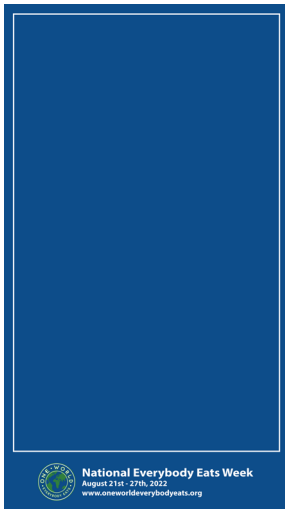


- Photos of volunteers in OWEE t-shirts
- Photos of our café friends
- Highlight café specific events
- Support with food

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 your organizations beliefs and how it connects to communities across the nation who are building community through One World Everybody Eats. **Click each link to download.**



[Everybody Eats
Twitter Cover Image](#)



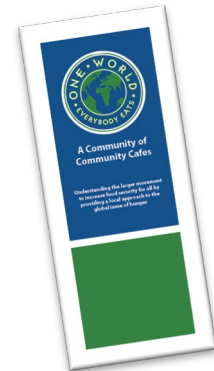
[Social enterprise.](#)
[Guests determine what they can pay.](#)
[Guests can choose.](#)
[Everyone is welcome.](#)
[Space for community.](#)
[Opportunity to volunteer.](#)
[Excellent food.](#)



National Everybody Eats Week Promotional Assets



Order by July 15th
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:
2022NEEW

Guest 2" Stickers: \$15 (roll of 100)

(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 >



National Everybody Eats Week

Café Promotion: A Day in The Life

One World Everybody Eats will highlight individual stories of Café Operators throughout National Everybody Eats Week. To participate, send 7-10 images from your daily life as a café operator with photo descriptions to community@oneworldeverybodyeats.org. Submissions must be received by August 8th.

Sample from Taste Project:



<p>Watering the garden. This season we have eggplant, tomatoes, and basil!</p>	<p>We love our volunteers. Today we have three new volunteers on our Service Team!</p>	<p>Our Apprentices and volunteers are chopping lots of fresh fruits and vegetables —nearly 100lbs a day!</p>	<p>We are gathering for our daily update meeting and prayer to prepare for the day!</p>	<p>Breakfast started at 9:00am with a full line of guests ready for our fresh start oatmeal!</p>	<p>Yum!!!</p>	<p>We rolled into lunch and saw a number of friends from our neighbors in the medical district.</p>	<p>Yum!!!</p>	<p>Finally, our team savored some of the fruits of our labor!!!</p>	<p>And now its time to clean!!!</p>
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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 [Mayor Name] 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 21st – August 27th, 2022 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 Fourth Annual National Everybody Eats Week (August 21st – 27th, 2022)

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 25, 2022] – [Café Name] will join with nonprofit cafes across the country for the fourth annual National Everybody Eats Week from August 21st – August 27th, 2022. 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.

“Community cafes have been building equitable communities for over 15 years,” says Julia Williams, Board President of One World Everybody Eats. “During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve. But now, it is clear our challenge is also deeper than just food.”

According to the [World Health Organization](#), the COVID-19 pandemic triggered a 25% increase in anxiety and depression worldwide. The organization cites social isolation, reduced ability to work, limited support from loved ones, and a lack of engagement in community as stress factors contributing to the sharp increase.

Located in [Your City], [Café Name] is a nonprofit pay-what-you-can café, affiliated with the One World Everybody Eats community café network. At this café, you'll find food and connection. It is a community-led dignified dining experience where everyone is welcome, and guests can choose what they want to eat from a selection of healthy nutritious options.

[Quote from café's Executive Director or Board President]

During National Everybody Eats Week [Café Name] will [describe additional programming 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]

- Recommended release by July 25, 2022. 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 (Startup Café)

Edit as needed.

FOR IMMEDIATE RELEASE: [Café Name] Joins Nonprofit Cafes Nationwide to Build Community Through Fourth Annual National Everybody Eats Week (August 21st – 27th, 2022)

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 25, 2022] – [Café Name] will join with nonprofit cafes across the country for the fourth annual National Everybody Eats Week from August 21st – August 27th, 2022. 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.

"Community Cafes have been building equitable communities for over 15 years," says Julie Williams, Board President of One World Everybody Eats. "During the COVID-19 pandemic, our member cafes continued to meet the needs of the communities they serve. But now, it is clear our challenge is also deeper than just food."

According to the [World Health Organization](#), the COVID-19 pandemic triggered a 25% increase in anxiety and depression worldwide. The organization cites social isolation, reduced ability to work, limited support from loved ones, and a lack of engagement in community as stress factors contributing to the sharp increase.

[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 you can find food and connection. It will be a community led dignified dining experience where everyone is welcome, and guests can choose what they want to eat from a selection of healthy nutritious options.

[Quote from Café's Executive Director or Board President]

During National Everybody Eats Week [Café Name] will [describe additional programming 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]

- Recommended release by July 25, 2022. 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

EVERY

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#NATIONALEVERYBODYEATSWEEK

National Everybody Eats Week 2021 Campaign Overview

EVERY
COMMUNITY
BODY
IS SERVED
EATS

#NATIONALEVERYBODYEATS WEEK

17 Participating
Cafes

02 Participating
Cities

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.



National Everybody Eats Week 2021 Campaign Results

EVERY
BODY
EATS

3

New Café
Inquiries

6

New OWEE
Members

Total Measurable Reach

252,958

100

#NationalEverybo
dyEatsWeek
Usage

4.5%

Facebook
Engagement

14%

Instagram
Engagement

<1%

Twitter
Engagement

