

# Supporting local and global communities

through the Whole Foods Market Foundations



## 2020 Communities Campaign Social Media Messaging Guide

**Goal:** Raise awareness and funds for Whole Foods Market Foundations to support our local and global communities.

**Dates:** October 14-27, with register fundraising in participating WFM regions

**Communities Campaign Donation Page:** [bit.ly/wmffoundations](https://bit.ly/wmffoundations)

**Hashtags:** #wholeplanet #wholekids #wholecities #wfmfoundations

**Follow us and Tag Foundations' Social Media Channels:**

**Instagram:** [@WholePlanet](https://www.instagram.com/WholePlanet) [@WholeKidsFoundation](https://www.instagram.com/WholeKidsFoundation) [@WholeCitiesFoundation](https://www.instagram.com/WholeCitiesFoundation)

**Facebook:** [@WholePlanetFoundation](https://www.facebook.com/WholePlanetFoundation) [@WholeKidsFoundation](https://www.facebook.com/WholeKidsFoundation)  
[@WholeCitiesFoundation](https://www.facebook.com/WholeCitiesFoundation)

### GRAPHIC DESIGN TOOLKIT AND IMAGES

You are welcome to use our 2020 Communities Campaign Design Toolkit and social media images. Download from <https://bit.ly/2S9tTj7>.

### CRAFTING YOUR SOCIAL CONTENT & APPROVED POSTS

The approved pre-written posts below can be used without approval and can help you write your own content. For custom *Whole Planet Foundation-specific* posts, please send to [olivia.hayden@wholefoods.com](mailto:olivia.hayden@wholefoods.com) with at least 3 days to review and approve.

## **Communities Campaign Approved Post Language**

- We're proud to partner with @WholeFoods three nonprofit Foundations to support our local and global communities. Learn more about @WholePlanetFoundation, @WholeKidsFoundation, and @WholeCitiesFoundation at [bit.ly/wfmfoundations](https://bit.ly/wfmfoundations).
- Support our local and global communities through @WholePlanetFoundation, @WholeKidsFoundation and @WholeCitiesFoundation by making donations at participating @WholeFoods store registers, donating [online](#) or by texting FOUNDATIONS to 243725 between October 14 - October 27. #wfmfoundations
- Did you know @WholeFoods covers 100% of operating costs for its three Foundations? This means you can give with confidence knowing your donation goes directly to alleviate global poverty, improve children's nutrition and expand healthy food access. Learn more: [bit.ly/wfmfoundations](https://bit.ly/wfmfoundations)

## **Posts for Donors and Supplier Partners**

- We're proud to partner with @wholeplanet to alleviate poverty through microcredit in our local and global communities. Learn more about the three Whole Foods Market Foundations and support their missions at [bit.ly/wfmfoundations](https://bit.ly/wfmfoundations).
- We're proud to partner with @wholekidsfoundation to grow healthy kids in our local and global communities. Learn more about the three Whole Foods Market Foundations and support their missions at [bit.ly/wfmfoundations](https://bit.ly/wfmfoundations).
- We're proud to partner with @wholecitiesfoundation to grow expand healthy food access and nutrition education. Learn more about the three Whole Foods Market Foundations and support their missions at [bit.ly/wfmfoundations](https://bit.ly/wfmfoundations).

## **FOUNDATION MISSIONS**

### **Whole Planet Foundation (WPF) Mission**

Whole Planet Foundation empowers the world's poorest people with microcredit and the chance to create or expand a home-based business. Small loans enable low-income entrepreneurs to lift themselves and their families out of poverty. As of June 2020, the foundation has funded microcredit in 25 communities in 19 cities in the United States and 76 countries in Africa, Asia, Latin America, and the Middle East. To date, the nonprofit has disbursed \$87 million dollars through microlending partners\* worldwide, funding 4 million microloans and 22 million opportunities for a better life for microentrepreneurs and their family members.

*\*Please note, microloan recipients are microcredit clients of Whole Planet Foundation's microfinance partners. Whole Planet Foundation funds microloans and local microfinance partners administer them.*

More WPF resources and stories can be found at [wholeplanetfoundation.org](http://wholeplanetfoundation.org)

### **Whole Kids Foundation (WKF) Mission**

Whole Kids Foundation, founded in 2011 to improve children's nutrition, funds K–12 programs in the U.S., Canada and the U.K. that connect kids to real food. Through edible learning gardens, salad bars in schools and educational beehives and curriculum, the nonprofit's programs have served more than 8.2 million children and nearly 12,000 schools and nonprofits. Additionally, the organization provides healthy teacher and staff programs with almost 20,000 teachers and staff having completed wellness and nutrition training.

More WKF resources and stories can be found at [wholekidsfoundation.org](http://wholekidsfoundation.org)

### **Whole Cities Foundation (WCF) Mission**

Whole Cities Foundation, established in 2014, expands access to fresh, healthy food and nutrition education by working alongside community-led organizations to improve neighborhood health. The foundation has partnered with more than 190 community organizations in more than 100 cities across the U.S. and Canada to build thriving local food systems and improve health with its vibrant grant programs and Let's Talk Food, the organization's signature nutrition education program.

More WCF resources and stories can be found at [wholecitiesfoundation.org](http://wholecitiesfoundation.org)

## **RECOMMENDATIONS FOR SOCIAL MEDIA**

1. **Be authentic.** Mix the language we provide with your own familiar branded content to keep your messages on-brand and relevant for your audience.
2. **Post on Instagram Stories in October.** Tag @wholeplanet, @wholekidsfoundation, and/or @wholecitiesfoundation, and we will re-post your stories to our feeds, when possible.
3. **Invite influencer partners** to share this content in social, where appropriate.
4. **Make sure to tag us.** Add the tags @wholeplanet @wholekidsfoundation and/or @wholecitiesfoundations in your Instagram stories and other social posts.

**For questions, collaboration, or support, please contact:**

Whole Planet Foundation: [olivia.hayden@wholefoods.com](mailto:olivia.hayden@wholefoods.com)

Whole Kids/Whole Cities Foundation: [nikki.newman@wholefoods.com](mailto:nikki.newman@wholefoods.com)

