



### **Serving Up Hope Messaging Content for Social, e-communications website.**

This document provides sample messaging ideation that you can incorporate into your messaging strategy. Utilize these examples to weave into multiple communication channels. For consumer giving promotions, please refer to the Bounce Back Offer Guide on the Resource Center.

#### **Messaging applications:**

- Social messaging:
- Customer facing Email/newsletter:
- Website:

#### **Details to include:**

Campaign name:  
Promotion Dates:  
Promotion details:

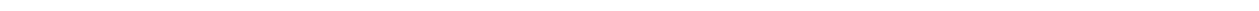
#### **Social post:**

##### **In support of a fundraising campaign – product/item purchase**

*Let's Serve up Hope this holiday season. **(Campaign Name)** and purchase **(insert fundraising/promotion details) (insert dates)** and enjoy **(insert what a customer will receive)**. **(Insert company name)** will donate **(insert \$ / % amount)** of each purchase to @CORE: Children of Restaurant Employees, a national nonprofit that provides financial relief to restaurant employees with children who face a life altering health crisis or natural disaster.*

Tell your friends and family and together we can help more families when life does not go as planned and they face a qualifying circumstance. Together we will Serve Up Hope.

**#(Campaign Name) #COREgives**  
 **#(Insert Company Name)**



**In store, business promotion:**

Visit (**Company Name**) and purchase (**insert fundraising/promotion details**) (**insert dates**) and enjoy (**insert what a customer will receive**) and together we can serve up hope this holiday season. With each purchase, (**insert company name**) will donate (**insert \$ / % amount**) to @CORE: Children of Restaurant Employees, a national nonprofit that provides financial relief to restaurant employees with children who face a life altering health crisis or natural disaster.

Tell your friends and family and together we can help more restaurant employees with children when life does not go as planned and they face a qualifying circumstance. Together we will Serve Up Hope.

**#(Campaign Name) #COREgives**  
 **#(Insert Company Name)**

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**Email / Newsletter Copy:**

(**Campaign Name**) – Your (**Insert Offer**) Purchase has the power to help others. In this season of giving, we believe in helping others and invite you to a special offer that will give back. (**Insert promotion details and dates**) and...(**Insert Company Name**) will donate (**Insert \$/% amount**) of each purchase to @CORE: Children of Restaurant Employees. CORE is a national nonprofit organization that provides financial grants to restaurant employees with children who face a life altering health crisis or natural disaster.

*CORE helps families like Joel's, a bartender and father of four whose youngest son was diagnosed with stage 4 cancer. Joel and his wife traveled three hours each way for their son's cancer treatment, changing their ability to work and financially provide for their family. A CORE grant covered one month of their mortgage, a car payment and utilities to allow them to focus on the care of their child and wellbeing of their family during this challenging time.*

Share this exclusive offer with your friends and family and together we will (**Insert Campaign Name**) to help more families that work in restaurants across the nation, when life does not go as planned and they face a qualifying circumstance. Together we will Serve Up Hope.

**#(Insert Campaign Name) #COREgives**  
 **#(Insert Company Name)**