



COME BACK MARKETING TOOLKIT



**THIS TOOLKIT IS PROVIDED BY THE NATIONAL
FOUNDATION TO END SENIOR HUNGER.**

COME BACK MARKETING TOOLKIT...

Seniors have been socially isolated for way too long and the ill effects of this isolation has been proven to be bad for both their physical and mental health.

Seniors who were once able to enjoy the everyday joy of visiting with friends and eating a nutritious meal at their senior center have been suffering long enough.

That's why we developed this marketing toolkit with language, public service announcements, digital assets and templates to get your seniors to COME BACK to their home away from home.

WHAT'S IN THE KIT:

- CAMPAIGN LANGUAGE
- SOCIAL MEDIA TIPS & TRICKS
- PUBLIC SERVICE ANNOUNCEMENTS
- NEWSLETTER, LETTERHEAD AND EMAIL BANNERS
- DIGITAL ASSETS
- HOW-TO-USE DIGITAL ASSETS

CAMPAIGN LANGUAGE

FOR OUR SENIORS WAITING ON A SIGN... THIS IS IT.

A sign that it's okay to return to your local senior center.

All it takes is a simple gesture. A little nudge of encouragement.

So Come Back.

After months of isolation, we understand that fear and uncertainty can feel like a lingering cloud.

Life has dealt us all a rough hand recently— but we're sending out a signal...

That we are bigger than fear.

Stage your comeback.

You don't have to go it alone, or go without.

You can reclaim the routine of your everyday life, visiting your local senior center again.

Catch up. Rejoin your community again. Get a healthy meal.

It's time to get **real**:

- > **You are missed.**
- > **You will be treated with care.**
- > **Your safety is ensured.**
- > **We've got a plate with your name on it.**

Our doors are open. We are ready and waiting to welcome you back—

So, come back!

SOCIAL MEDIA TIPS & TRICKS

Establishing a presence in social media networks has a number of advantages that can help you tell the story of “[your organization](#)” in your community. Plugging into a social media platform like Facebook or Twitter will allow you to easily share diverse content such as pictures, videos and podcasts.

While there are many benefits to starting a social media program, it’s important to thoughtfully consider a few questions before jumping in.

- **What are our goals online?** Creating and sustaining a social media presence can be a great decision for any organization, but it’s vital to define what you hope to achieve to avoid any sort of “why are we here?” moment that could bog down your efforts. Also, knowing what success looks like (whether it’s gaining followers or inviting people to an event) means you can measure your progress, which is helpful for tweaking and adjusting your plan over time.
- **What resources can we devote to social media?** Running a successful social media program can be time consuming. Understanding your organization’s limitations will prevent getting overstretched and help you focus on what your organization can do well. For example, if you only have time to update Twitter once a day, it might not be the best investment of your time.

Once you’ve determined if social media is right for you, and you’re ready to get started, there are a number of best practices that can help build and engage your audience:

- **Be conversational and human.** Users are more likely to respond to other users that sound “human” and use easy to understand language. Post updates in a voice that you’d use to talk to a dear senior friend. Also, think of your content as the beginnings of a conversation. How are you encouraging other users to respond and interact with what you are sharing? Posing questions or soliciting opinions are a great way to do this.
- **Be responsive.** When another user attempts to interact with you, try to respond as promptly as reasonably possible (within an hour or so is preferable). This will help build that important two-way dialogue.
- **Be generous.** Two big reasons people join social networks is to gain access to information that they might not easily find and to be recognized. Regularly sharing useful information or research is a good practice for gaining credibility and authority. Also, while sharing relevant content that you

generate is important, providing links to relevant content from credible sources is also appreciated. When another user gives you a good piece of content (an interesting news article or blog post) or meaningful engagement, recognize them to your wider audience (“Thanks to @katiesmith for sharing the Dispatch article today – <http://www.link.com>”). It will boost your bond with that user, and will build your reputation within your community.

- **Promote your content and enable sharing.** Make sure your audience knows you have started participating online. Include a story in your newsletter about what kinds of content you’ll be providing online, and in what ways you hope they will interact with you. Place “Follow us” buttons and a scrolling feed of your tweets or Facebook posts on your homepage. Also, including “Like” and “Tweet” buttons above articles in your online newsletters, blogs or otherwise on your website will help your readers spread your content to a wider audience which can lead to more followers.

Leveraging Social Media around Announcements or Events:

A 24/7 news cycle means that information travels quickly (and sometimes out of our control). If you are considering using various social media channels to supplement your media outreach efforts by reaching out directly to fans and followers, here are some tips to consider:

- **Facebook.** If you typically use your Facebook page to spread the word about local events and initiatives “[your organization](#)” program is involved in, consider using your Facebook page to post information related to stories you are pitching. A word of caution, however: Refrain from posting news story specifics until after you have pitched the media (if the news appears on your Facebook page first, it could make media feel as though they were scooped and undermine their desire to run the story).
- **Twitter.** As Twitter fans know, Twitter is a quick, easy way to send messages of 280 characters or less to your personal network of followers. Again, refrain from tweeting about your story until after you’ve had a chance to pitch the story to local media.

SOCIAL MEDIA POST EXAMPLES

FOR AN EASY-TO-FOLLOW GUIDE ON HOW TO USE THESE SOCIAL ASSETS, SEE PAGES 27-28.



YOURORGANIZATION @YourOrganization Follow

For the folks **waiting on a sign...** This is it!
Stage your comeback: our-address.org



COME BACK

**WE'RE OPEN, SAFE,
AND MISSING YOU.**



YOURORGANIZATION
July 15

We are bigger than fear. Stage your comeback! #ComeBack
www.our-address.org



COME BACK

**WE'RE OPEN, SAFE,
AND MISSING YOU.**

Like Comment Share Buffer 1.1K Top Comments

YOURORGANIZATION
July 15

For the folks waiting on a sign... this is it! #ComeBack
www.our-address.org



COME BACK

**WE'RE OPEN, SAFE,
AND MISSING YOU.**

Like Comment Share Buffer 1.1K Top Comments

PUBLIC SERVICE ANNOUNCEMENTS



Public Service Announcements (broadcast) and Public Service Ads (print) - are provided by the media at no cost to non-profit organizations.

It is very important to understand that the media is not mandated to air or print PSAs. It is strictly a voluntary act on their part.

There is no single individual or department that controls PSA access for different types of media. The decision-making process differs by media type, from one market to another, and by the size of the media outlet. Generally the people you want to contact are listed below:

PSA Media Contacts

Local TV:

- Public Service Director
- Public Affairs Director
- Community Affairs Director

Radio:

- Public Service Director
- Public Affairs Director
- Program Director

Newspaper Print:

- Advertising director

Script to “Pitch” these PSA contacts:

Identify your name and title and use the following script, to speak to the PSA media contacts, as a basic outline to communicate the advantages for picking up the COME BACK PSAs.

Seniors have been socially isolated for way too long and the ill effects of this isolation has been proven to be bad for their both physical and mental health. In fact, it has been proven that the adverse health effects of isolation is the equivalent to smoking cigarettes. Seniors who were once able to enjoy the everyday joy of visiting with friends and eating a nutritious meal at the senior center have been suffering long enough. Now that the centers are open and safe we want to encourage them to **Come Back** to this, their home away from home.

SO, please consider running our PSA print, radio and TV spots. We also, have a script that could be read on air from your on-air talent. We are trying to get a message to our fellow seniors to “Come Back.”

PUBLIC SERVICE ANNOUNCEMENTS



Sample Print Public Service Announcements

30-second PSA:

COME BACK

For our seniors waiting for a sign... this is it.

A sign that it's okay to return to your local senior center.

After months of isolation, we understand that fear and uncertainty can feel like a lingering cloud.

Life has dealt us all a rough hand recently— but we're sending out a signal...

That we are bigger than fear.

Stage your comeback.

You can reclaim the routine of your everyday life, visiting your local senior center again.

Our doors are open. We are ready and waiting to welcome you back—So Come Back.

[Add local organization information](#)

This public service announcement is provided by the National Foundation to End Senior Hunger.

60-second PSA:

For our seniors waiting for a sign...this is it.

A sign that it's okay to return to your local senior center.

All it takes is a simple gesture. A little nudge of encouragement.

So Come Back.

After months of isolation, we understand that fear and uncertainty can feel like a lingering cloud.

Life has dealt us all a rough hand recently— but we're sending out a signal...

That we are bigger than fear.

Stage your comeback.

You don't have to go it alone, or go without. You can reclaim the routine of your everyday life, visiting your local senior center again. Catch up. Rejoin your community again. Get a healthy meal.

It's time to get real:

- > You are missed.
- > You will be treated with care.
- > Your safety is ensured.
- > We've got a plate with your name on it.

Our doors are open. We are ready and waiting to welcome you back—So Come Back.

[Add local organization information](#)

This public service announcement is provided by the National Foundation to End Senior Hunger.

PUBLIC SERVICE ANNOUNCEMENTS

Full page ad templates to be used in print PSAs.

TV spots to be used in broadcast PSAs

PSA MATERIALS ARE IN THE "COME BACK" PACKAGE OF ASSETS AVAILABLE FOR DOWNLOAD.



TEMPLATES AND DIGITAL ASSETS

In order to promote the COME BACK message, we have prepared print ad templates, newsletter templates, letterhead and graphics to insert into your existing publications for your senior centers to use in communicating with your Seniors.

FOR AN EASY-TO-FOLLOW GUIDE ON HOW TO USE THESE ASSETS, SEE PAGES 26-31

[SEE DIGITAL ASSETS FOR NEWSLETTER AND LETTERHEAD SAMPLES]



LOREM IPSUM

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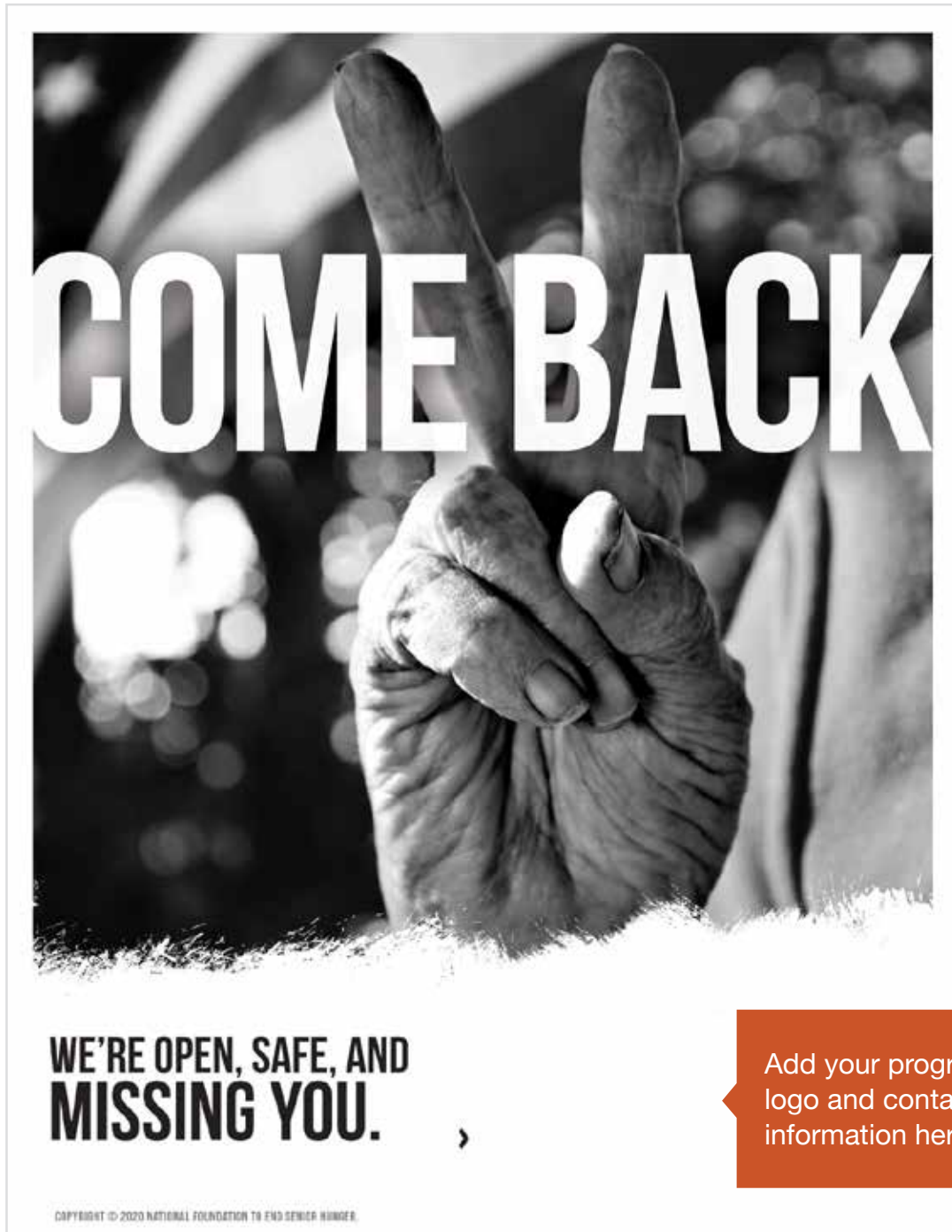
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TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: PEACE PRINT AD



TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: HANG LOOSE PRINT AD



TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: TOGETHER PRINT AD



TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: PLATE FORK KNIFE PRINT AD



TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: FORK PRINT AD



TEMPLATES AND DIGITAL ASSETS

Can be used as Print PSAs for publication or printed to create fliers.

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

COME BACK: SOLIDARITY PRINT AD



TEMPLATES AND DIGITAL ASSETS

HOW-TO-GUIDE
FOR CUSTOMIZING
PRINT ADS, SEE
PAGE 30.

Can be used as Print PSAs for publication or printed to create fliers.

COME BACK: FRIENDSHIP PRINT-HALF PAGE AD



COME BACK: PEACE PRINT-HALF PAGE AD



COME BACK: SOLIDARITY PRINT-THIRD PAGE AD



COME BACK: FRIENDSHIP PRINT-THIRD PAGE AD



COME BACK: PLATE FORK KNIFE PRINT-THIRD PAGE AD



TEMPLATES AND DIGITAL ASSETS

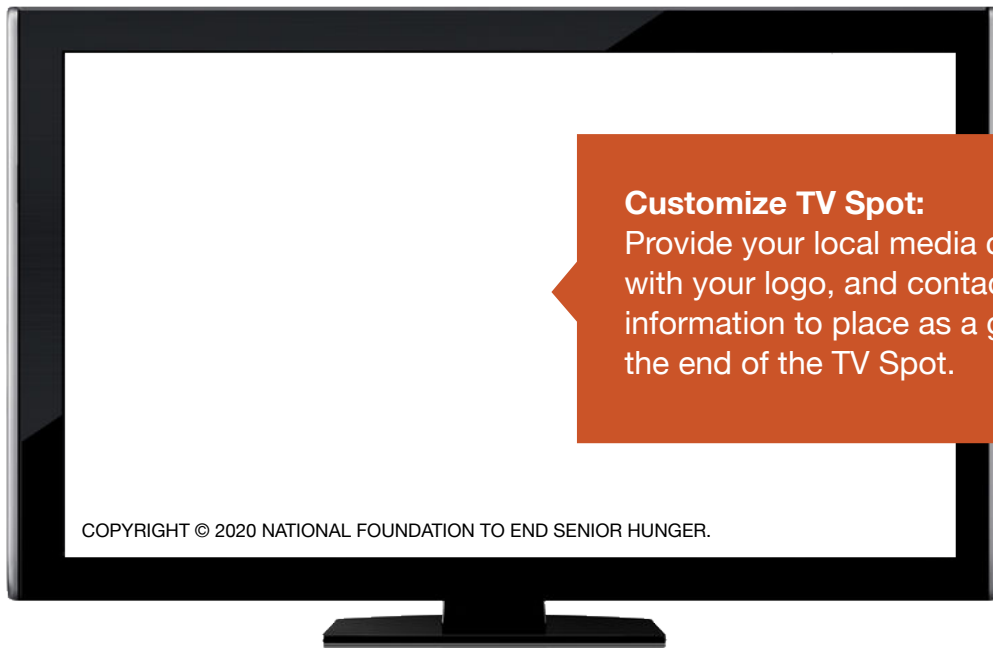
30 second TV spot for broadcast PSAs or to post on social media.

TV SPOT MP4 FILE
IN THE "COME BACK"
PACKAGE OF ASSETS
AVAILABLE FOR
DOWNLOAD.



Filename:

NFESH_COME BACK_Piana_Meal - 10-5 - FINAL.mp4



Customize TV Spot:

Provide your local media contact with your logo, and contact information to place as a graphic at the end of the TV Spot.

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DIGITAL ASSETS

Radio spot script for Broadcast PSAs—available in word document.

RADIO SPOT SCRIPT
IN THE “COME BACK”
PACKAGE OF ASSETS
AVAILABLE FOR
DOWNLOAD.

COME BACK radio spot

For our seniors waiting for a sign... this is it.

A sign that it's OKAY

to return to your

local senior center.

So Come Back!

Catch up. Rejoin your community again. Get a healthy meal.

Our doors are open... ready and waiting to welcome you—

Let's be real:

You are missed.

You will be treated with care.

Your safety is ensured.

We've got a plate with your name on it...

and you are definitely missed...

So Come Back!

—(Local Blurb...)

This public service announcement provided by the
National Foundation to End Senior Hunger.

TEMPLATES AND DIGITAL ASSETS

Email banners (720 x 250)

HOW-TO-GUIDE
FOR INSERTING
EMAIL BANNERS
SEE PAGE 31.



TEMPLATES AND DIGITAL ASSETS

Newsletter Template and Letterhead

HOW-TO-GUIDE
FOR CUSTOMIZING
NEWSLETTERS,
SEE PAGE 29.



TEMPLATES AND DIGITAL ASSETS

Text treatment - use these files to add to emails or existing communication documents.



ComeBack-text_white_blackbg.eps
ComeBack-text_white_blackbg.jpg



ComeBack-text_black.eps
ComeBack-text_black.jpg

TEMPLATES AND DIGITAL ASSETS

Social/website banners

SOCIAL BANNER FILES ARE IN THE "COME BACK" PACKAGE AVAILABLE FOR DOWNLOAD.

comeback-sign.jpg



comeback-plate-fork-knife.jpg



comeback-heart.jpg



comeback-hangloose.jpg



comeback-peace.jpg



comeback-fork.jpg



comeback-apple.jpg



comeback-friendship.jpg



TEMPLATES AND DIGITAL ASSETS

COME BACK FOR FOOD Photos

HOW-TO-USE
PHOTOS,
SEE PAGE 31.



Plate, fork, knife



Banana



Apple



Fork A



Fork B

TEMPLATES AND DIGITAL ASSETS

COME BACK FOR ME Photos

HOW-TO-USE
PHOTOS,
SEE PAGE 31.



Peace sign A



Peace sign B



Friends hands



Solidarity hand



Heart hands A



Heart hands B

HOW-TO-USE COME BACK ASSETS | PACKAGE SETUP

How to download the **MARKETING TOOL-KIT WITH HOW-TO-USE GUIDE (PDF)**:

1. Go to <http://www.nfesh.org/COMEBACK>
2. Click the “Download” button

COMEBACK Assets package setup:

PSAs (Folder)

- > TV (Full 30 sec. TV Spot with blank card at end for customization)
- > Radio Scripts (Word doc)
- > Print Ads (Full Page / Half Page / Third Page)
 - Adobe Illustrator files

DIGITAL ASSETS (Folder)

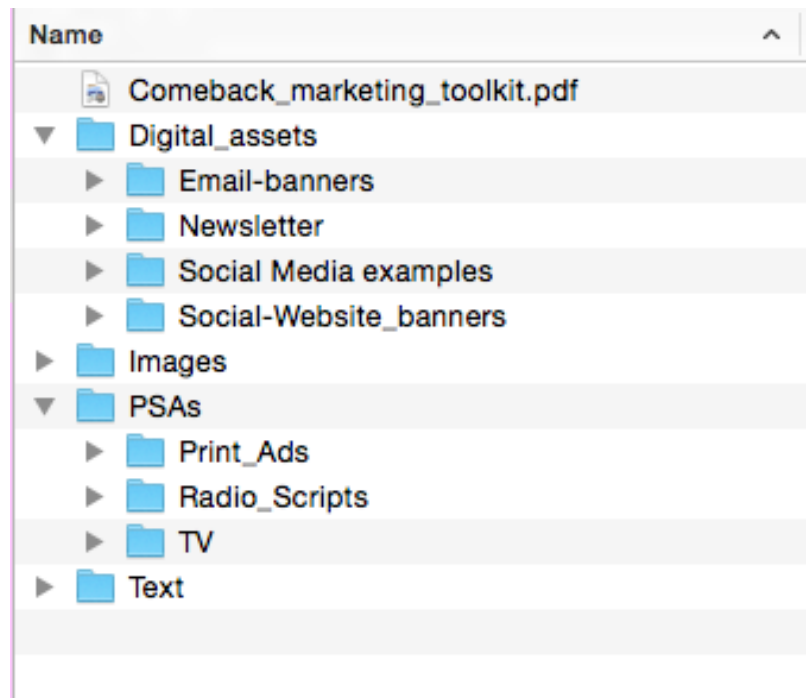
- > Social Media examples
- > Social-Website_banners
- > Newsletter Banner Images
- > Email header Banners

IMAGES (Folder)

- > Photography only

TEXT (Folder)

- > COME BACK type files



HOW-TO-USE COME BACK ASSETS | TWITTER

How to Tweet COME BACK photos and videos

1. Type your Tweet (up to 280 characters) into the compose box at the top of your Home timeline, or click the Tweet button in the navigation bar.

Include the following:

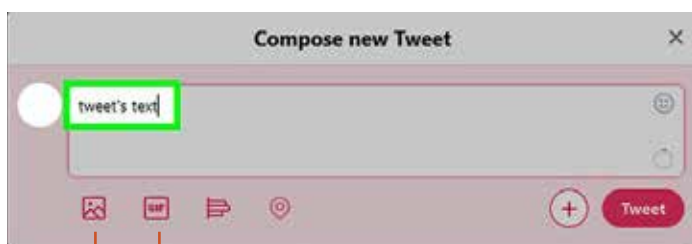
A. Headline (choose from these 3 options).

1. For our seniors waiting on a sign...this is it. A sign that it's okay to return to your local senior center. So, COME BACK.
2. Our doors are open. We are ready and waiting to welcome you back— So, COME BACK.
3. We've got a plate with your name on it and you are definitely missed... So, COME BACK.

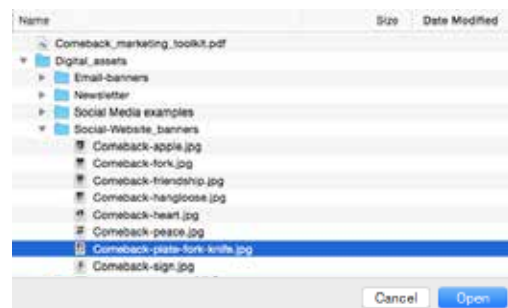
B. Call to action (i.e. an event or special occasion).

C. Your website link.

2. Add images



You can include up to 4 photos, a gif, or a video



To add an image navigate to the location on your computer where the COME BACK files are stored and choose the image you want to share.

3. Click the Tweet button to post the tweet to your profile

To save a draft of your Tweet, click the “X” icon in the top right corner of the compose box, then click “Save.” To schedule your Tweet to be sent at a later date/time, click on the calendar icon at the bottom of the compose box and make your schedule selections, then click “Confirm.” To access your drafts and scheduled Tweets, click on Unsent Tweets from the Tweet compose box.

HOW-TO-USE COME BACK ASSETS | FACEBOOK

How to share COME BACK banners on Facebook

1. From the top of your News Feed, click “What’s on your mind, [Name]?” Add a text update or click the type of post you’d like to share

A. Headline (choose from these 3 options...)

1. For our seniors waiting on a sign...this is it. A sign that it’s okay to return to your local senior center. So, COME BACK. (INSERT YOUR WEBSITE URL)

2. Our doors are open. We are ready and waiting to welcome you back— So, COME BACK. (INSERT YOUR WEBSITE URL)

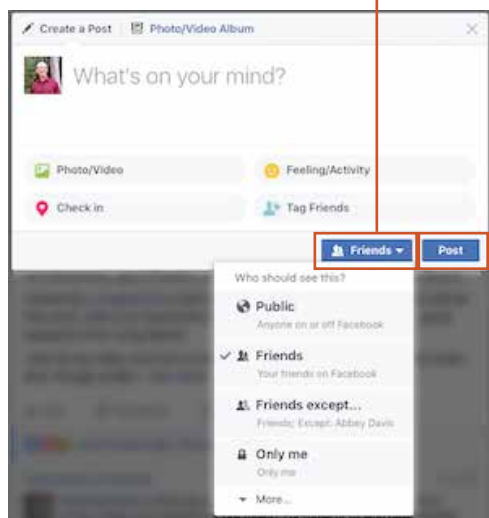
3. We’ve got a plate with your name on it and you are definitely missed... So, COME BACK. (INSERT YOUR WEBSITE URL)

B. Call to action. (Event or special occasion)

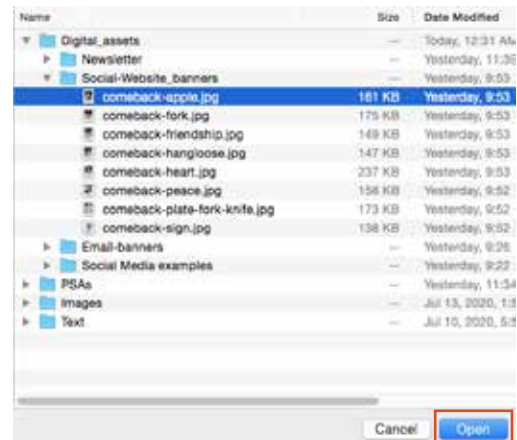
2. You can also...

- A. add a photo or video
- B. add a location (critical!)
- C. tag friends (anyone who likes your recent posts)
- D. add how you’re feeling or what you’re doing

3. Click the audience selector - to select who you’d like to share your post with:



4. Click “Post”



Navigate to [COMEBACK_PACKAGE](#) >
[Digital_assets](#) > [Social-Website_banners](#)

HOW-TO-USE COME BACK ASSETS | NEWSLETTERS

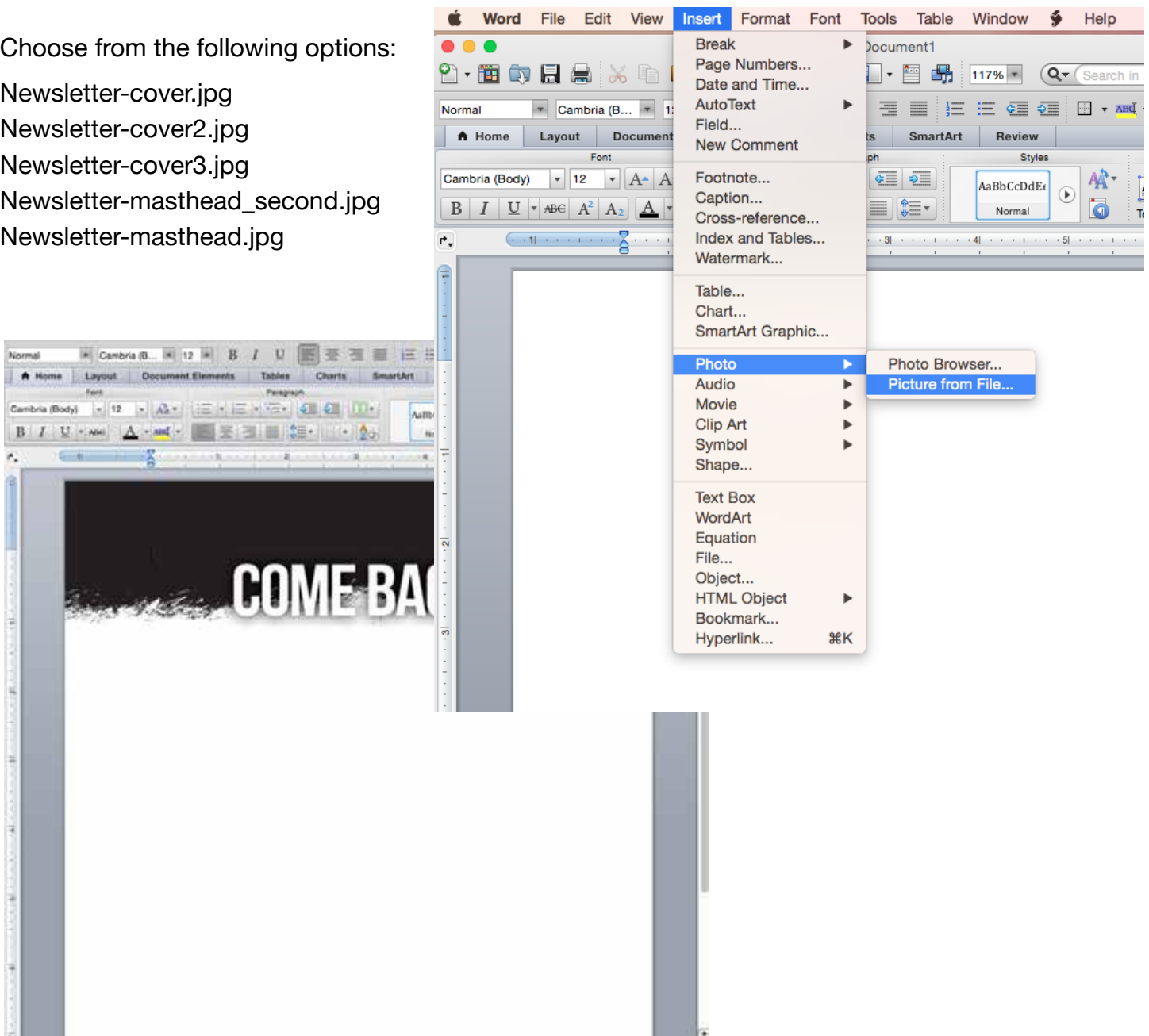
How to update newsletter with COME BACK header

If you are using Word or PowerPoint for your newsletter, insert the newsletter graphic by selecting “Insert” and then “Insert pictures from file”. Then navigate to the file that is on your local computer. Newsletter banners are located at:

COMEBACK_PACKAGE > Digital_assets > Newsletter

Choose from the following options:

- Newsletter-cover.jpg
- Newsletter-cover2.jpg
- Newsletter-cover3.jpg
- Newsletter-masthead_second.jpg
- Newsletter-masthead.jpg

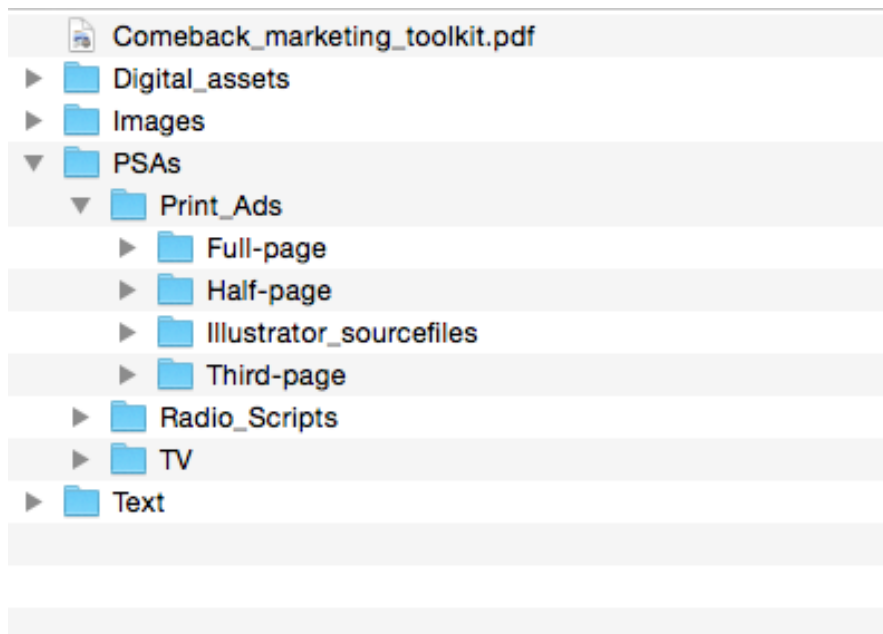


HOW-TO-USE COME BACK ASSETS | ADS

How to update COME BACK PSA print ads

We have provided Illustrator files for all content updates. An in-house marketing team can add logo and contact information to the existing ads. Or, if design resources are not available, local print shops or national chains such as FedEx Kinkos can easily update ads for mass printing or resizing for local newspaper placements.

Print ads are available as both high-res JPG and Adobe Illustrator files (.ai) located at:
COMEBACK_PACKAGE > PSAs > Print_Ads



HOW-TO-USE COME BACK ASSETS | PHOTOS

How to use COME BACK photos

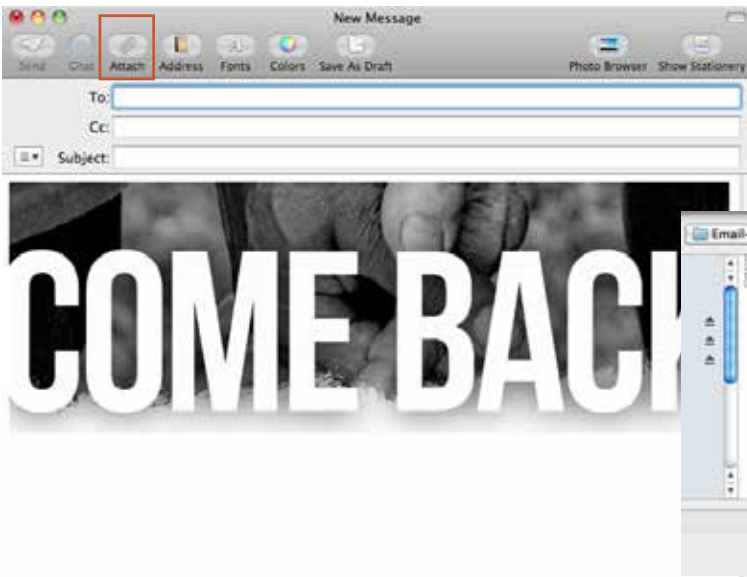
There are a variety of ways you can use the photos. You can take these photos to print shops or FedEx Kinkos to print posters for decoration. You can insert photos into emails, newsletters, website, etc.

How to use Email Banners

Attach a file to a message

1. On the **File** menu, click “**New**”, and then click “Mail Message.”
2. On the Message tab, in the Include group, click “**Attach File.**”
3. In the Insert File dialog box, browse to and choose the file that you want to attach, and then click “**Insert.**”

“Insert” or “attach” image



Select image and click “choose file” or “insert”

