



AT A GLANCE - BIGGER THAN THE BOWL
2020-2021 SOUPER BOWL OF CARING
SIGNATURE CAMPAIGN

CAMPAIGN DATES: September 1, 2020 to February 7, 2021

NATIONAL GOAL: Collect \$15 million in dollars and food items for local hunger relief

OFFICIAL WEBSITE: www.tacklehunger.org

FACEBOOK: <https://www.facebook.com/souperbowlofcaring>

TWITTER: <https://twitter.com/souperbowl>

INSTAGRAM: <https://www.instagram.com/souperbowl/>

YOUTUBE: <https://www.youtube.com/souperbowlofcaring>

LINKEDIN: <https://www.linkedin.com/companies/souper-bowl-of-caring>

PINTEREST: <https://www.pinterest.com/soup8481/boards/>

Please use #souperbowlofcaring, #tacklehunger, #biggerthanthebowl



SBOC KEY MESSAGING - Explore, View, Set a Goal, Collect, Share, Donate, and Report

1. EXPLORE – View our [Tackle Hunger Map](#) to learn where your local food charities live.
2. VIEW - Check out the collective and regional totals of each year's Souper Bowl of Caring efforts at our [website](#).
3. SET A GOAL – The goal for your collection should be based on your capacity and the totals from previous years.
4. COLLECT - Determine whether you will collect food items, cash donations, or both. Check out our [free resources](#) for great ideas!
5. SHARE - Encourage others to support the effort to tackle hunger in local neighborhoods across the country and share your efforts on social media! Use [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) or even [LinkedIn](#)
6. DONATE - Deliver your collection to the charity of your choice. Be sure to get your totals!
7. REPORT - Come back to our [website](#) to report your totals. You can report the number of cans, pounds of food, or dollars donated and where you donated them. You will get a certificate upon completion of your report.

MORE DETAILS:

- Schools, churches, local businesses, civic groups, and individuals can support our effort to tackle hunger and become a support network for local food charities.
- All donations collected through food drives go to the hunger relief charity of their choice.
- All participants are encouraged to REPORT their collections to have them become a part of the overall campaign total.

SOUPEr BOWL OF CARING 1-800-358-SOUP TACKLEHUNGER.ORG
6260 WESTPARK DR, SUITE 260, HOUSTON, TX 77057
661 18TH ST, SUITE 101, PLANO ,TX 75074
P.O. BOX 23224, COLUMBIA, SC 29224

BOILER PLATE

About Souper Bowl of Caring

Souper Bowl of Caring unites communities to support local hunger relief charities across the nation and encourages neighbors to tackle hunger in their local communities. Mobilizing grassroots resources including churches, schools, civic groups and caring individuals, the Souper Bowl of Caring movement has created over \$160 million worth of support that stays completely local.

E-BLAST/CALENDAR/WEBSITE LISTING: NOW – SOUPER SUNDAY, FEBRUARY 7, 2021

Be bigger than the bowl and join the team for those in need at tacklehunger.org. Help us create the over 14 billion meals needed in 2021. Conduct a food drive or donate through the Souper Bowl of Caring's Tackle Hunger Map. Support your local food charity by donating food based on that charity's need or donate cash to help feed hungry neighbors right now. All donations benefit hunger relief efforts!

SUGGESTED COPY POINTS: NOW THROUGH SOUPER SUNDAY, FEBRUARY 7, 2021

(feel free to edit or customize to your audience/organization)

- JOIN (INSERT STATION/ORGANIZATION) AND BE BIGGER THAN THE BOWL FOR OUR (CITY'S) NEIGHBORS IN NEED THROUGH SOUPER BOWL OF CARING. GO TO TACKLEHUNGER.ORG AND FIND YOUR LOCAL FOOD CHARITY TODAY AND TACKLE HUNGER WITH US.
- HELP CHANGE THE GAME FOR OVER 53 MILLION HUNGRY AMERICANS. GO TO TACKLEHUNGER.ORG AND FIND YOUR LOCAL CHARITY, CONDUCT YOUR OWN FOOD DRIVE AND COLLECT FOOD ITEMS NEEDED TO HELP TACKLE HUNGER.
- ALL OF YOUR SOUPER BOWL OF CARING COLLECTIONS BENEFIT YOUR NEIGHBORHOOD HUNGER RELIEF EFFORTS . LEARN MORE AT TACKLEHUNGER.ORG.
- WE LOVE OUR GAMES, BUT WE LOVE OUR NEIGHBORS MORE. GO TO TACKLEHUNGER.ORG AND FIND YOUR LOCAL FOOD CHARITY AND HELP THEM NOW. NO ONE SHOULD GO WITHOUT SOUP IN THEIR BOWL TODAY.
- 47% OF FAMILIES ARE LOOKING FOR THEIR NEXT MEAL. CAN YOU HELP? GO TO TACKLEHUNGER.ORG AND USE SOUPER BOWL OF CARING'S TACKLE HUNGER MAP TO HELP SUPPORT YOUR LOCAL FOOD CHARITY TODAY!
- (INSERT STATION/ORGANIZATION) IS PROUD TO SUPPORT SOUPER BOWL OF CARING TO MAKE SURE EVERY PERSON HAS ENOUGH SOUP IN THEIR BOWL.
- SOUPER BOWL OF CARING IS UNITING OUR COMMUNITY TO HELP LOCAL FOOD CHARITIES, JOIN US TO TACKLE HUNGER NOW AT TACKLEHUNGER.ORG.
- IMAGINE IF EVERYONE WATCHING THE BIG GAME GAVE JUST ONE DOLLAR OR ONE FOOD ITEM TO HELP LOCAL NEIGHBORS IN NEED. LEARN MORE AT TACKLEHUNGER.ORG.

SOUPER BOWL OF CARING MEDIA SUGGESTED COPY POINTS

(feel free to edit or customize to your audience/organization)

- We are #tacklinghunger now! 14 billion meals are needed this year. Can you help?
- Let's all be bigger than the bowl and become a champion for our community to feed neighbors in need. Register at www.tacklehunger.org

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- An estimated 111 million people watch the Big Game while 53 million Americans struggle with hunger. What if each person watching the game gave just one dollar to feed their neighbor in need? Don't sit on the sidelines. Join us in making a difference in our community now at tacklehunger.org!
- Explore the Tackle Hunger Map to find your local food charity that needs help now! Go to tacklehunger.org to learn more today! With 53 million hungry Americans, it is a win for your neighbors in need!
- Join us to #tacklehunger with Souper Bowl of Caring. Visit tacklehunger.org to learn how to help in your neighborhood today!
- You can make a difference for your neighbors in need. One can, one dollar, one hour at a time!
Tacklehunger.org
- Recruiting special teams now to #tacklehunger and #changethegame. Join us today at tacklehunger.org
- Join the team for those in need. Go to tacklehunger.org to learn more.
- Be a champion for our community. Learn more at tacklehunger.org and change the game for your local food charity.

QUESTIONS?

Contact our Marketing and Communications Director, Rhett Grametbauer at Rhett@souperbowl.org or our Executive Director, Alison Reese, at Alison@souperbowl.org or at the phone number below.

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