

Volunteer Social Media Toolkit

Thank you for investing your time and resources into The Open Door as a volunteer. Your efforts are vital to our mission: ending local hunger through access to healthy food. We truly are all in this together.

Why a social media toolkit?

As volunteers, you are some of our most invested supporters and champions for hunger relief. But we can't do it alone. Ending local hunger will take all of us.

Bringing your friends, family, neighbors, and co-workers to The Open Door may be on your mind, but how? No need to come up with words or images on your own — everything you need to tell the volunteer story and invite others is right here in this toolkit.

How do I use the toolkit?

This toolkit is formatted for Instagram, Facebook, and LinkedIn. To use it to invite others in your social or work circles:

1. Pick an image
2. Take key words or phrases from the sample messaging below
3. Link to our volunteer website: <https://theopendoorpantry.org/get-involved/volunteer/>
4. Hit post and share away!

What should I post?

Had a great experience volunteering at an event? Post a personal picture and story. Want to bring in a group? Email them one of the images and let them know why you love volunteering at The Open Door!

Post as often as you'd like! Your posts bring us visibility. Visibility leads to increased engagement. Increased engagement turns into more food for our hungry neighbors! It's a win all around.

Sample messages for posts:

Copy and paste one of the below messages, or write your own!

I love volunteering for The Open Door as a [your role here] - join me? You can learn more and sign up here: <https://theopendoorpantry.org/get-involved/volunteer/>

Who wants to join me at my favorite volunteer gig? The Open Door is looking for more help with [Mobile Lunchbox, Food Rescue, etc.] - sign up here: <https://theopendoorpantry.org/get-involved/volunteer/>

Volunteering at The Open Door is fun and easy! You can also volunteer in groups of 2 to 6, and there are shifts for any schedule. Join me: <https://theopendoorpantry.org/get-involved/volunteer/>

Questions?

About volunteering? Wendy@theopendoorpantry.org

About using this toolkit? laura.grevas@theopendoorpantry.org

