

MEDIA KIT

TWIN LAKES FOOD BANK
CAPITAL CAMPAIGN



building **HOPE**

TOGETHER, LET'S BUILD SOMETHING THAT WILL MAKE
A LASTING DIFFERENCE FOR GENERATIONS TO COME.

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THANK YOU

FOR HELPING US BUILD HOPE

Dear Partner,

Thank you for your generous support of our Building Hope Capital Campaign. Your partnership is more than financial—it's foundational. With your help, we're laying the groundwork for a new food bank that will serve more families, more efficiently, and with greater dignity.

We created this media kit to make it easy and fun for you to help spread the word! Whether through social media, email, or a quick text, you have the power to invite others into this mission and inspire even greater impact.

Inside this kit, you'll find:

- Ready-to-use social media posts and branded graphics
- Sample emails to share with friends, family, and colleagues
- Short text messages you can copy, paste, and send
- Key campaign details, hashtags, and download links

This campaign is big—and we can't do it without loyal partners like you. When you share why you believe in this mission, others listen. And when you invite others to get involved, hope multiplies.

Together, let's build something that will make a lasting difference for generations to come.

With deep gratitude,

The Twin Lakes Food Bank Team



GRAPHICS & PHOTOS

ABOUT THE GRAPHICS

We've created ready-to-use photos and graphics so you can proudly show your support for the Building Hope campaign. Using these images on your social media profiles is a simple way to spread awareness and invite others to join the mission.

HERE ARE A FEW WAYS TO USE THEM:

- **On LinkedIn:** Upload a campaign image as your banner/header photo, or share it in a post with a short personal message about why you support Building Hope.
- **On Facebook:** Add a campaign graphic as your cover photo, or post one on your timeline with a note encouraging friends to learn more.
- **In Posts:** Pair any of the images with the sample captions provided in this kit, or write your own story about why this campaign matters to you.

You can download all campaign images and graphics here:

<https://twinlakesfoodbank.org/capital-campaign/>

Every time you update your profile or share a post, you're helping raise awareness and multiplying impact across our community.



SOCIAL MEDIA

HOW TO USE OUR SAMPLE POSTS

Below are pre-written social media captions you can use to help spread the word about Twin Lakes Food Bank's Building Hope capital campaign. These posts are written from your point of view as a valued partner or sponsor, making it easy to share with your followers in a personal and authentic way.

USE THE FOLLOWING CAPTIONS TO:

- Share through your personal accounts to reach family, friends, or colleagues
- Post on your organization's social media channels (Facebook, Instagram, LinkedIn)
- Share through your personal accounts to reach family, friends, or colleagues
- Adapt the captions for newsletters or emails
- Pair with campaign graphics included in this kit

Don't forget to tag @TwinLakesFoodBank and include the link to the campaign:
<https://twinlakesfoodbank.org/capital-campaign/>

Every post helps raise awareness, inspire generosity, and lay the foundation for greater impact in our community. Thank you for Building Hope with us!

SAMPLE POSTS: FOR DONORS

Option 1:

I support Twin Lakes Food Bank because I believe no one should choose between rent and groceries. Their Building Hope campaign is all about expanding their ability to serve – and I'm honored to be part of it. Want to give where it counts?

<https://twinlakesfoodbank.org/capital-campaign/>

#BuildingHope @TwinLakesFoodBank

Option 2:

I give because I'm grateful. Grateful for what I have – and for the chance to help those who don't. Twin Lakes Food Bank is a lifeline in our community, and their Building Hope campaign is something we can all get behind. Join me:

<https://twinlakesfoodbank.org/capital-campaign/>

#BuildingHope @TwinLakesFoodBank

Option 3:

This isn't just a donation – it's an investment in our community. The Building Hope campaign will help Twin Lakes Food Bank serve more families, more efficiently, and with dignity. I'm proud to support it – and I hope you'll consider joining me.

<https://twinlakesfoodbank.org/capital-campaign/>

#BuildingHope @TwinLakesFoodBank

SAMPLE POSTS: FOR VOLUNTEERS

Option 1:

Volunteering with Twin Lakes Food Bank has changed me. I've met moms, veterans, grandparents – people just trying to get by. And now, the need has outgrown the space. I'm supporting the Building Hope campaign so we can serve more, with care and dignity. Will you join me?

<https://twinlakesfoodbank.org/capital-campaign/>

#BuildingHope @TwinLakesFoodBank

Option 2:

As a volunteer at Twin Lakes Food Bank, I see the hustle every week – growing numbers of guests, the tight space, the overflowing shelves, the volunteers working outside in the heat. That’s why I’m supporting the Building Hope campaign. This new space is needed to meet these needs. <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank

Option 3:

Volunteering at Twin Lakes Food Bank is one of the most rewarding things I’ve ever done. I’m proud to support their Building Hope campaign so they can grow their impact and reach even more people with food and hope. Join me in building something that matters: <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank

Option 4:

We all want to leave something behind a legacy. Supporting Building Hope means I’m part of something lasting – a space that will serve thousands for generations. Will you help me lay the foundation? <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank

SAMPLE POSTS: FOR BUSINESSES

Option 1:

As a business, we believe in building more than profit – we believe in building community. That’s why we’re proud to support the Building Hope campaign with Twin Lakes Food Bank. This new facility will make a lasting difference for families in need. Join us in laying the foundation for greater impact: <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank

Option 2:

Our employees care deeply about giving back – and Twin Lakes Food Bank is one of the ways we do that. We're supporting their Building Hope campaign to help them serve more families with compassion, efficiency, and dignity. Be part of this community transformation: <https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 3:

We're a proud supporter of Twin Lakes Food Bank and their Building Hope campaign. When the community is stronger, we all thrive. Let's invest in a future where no one has to wonder where their next meal will come from.
<https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 4:

We've partnered with Twin Lakes Food Bank for years – and we've seen the incredible work they do. Their Building Hope campaign will help meet growing needs in our community. We're honored to support this next chapter. Join us:
<https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

SAMPLE POSTS: FOR PARTNERS

Option 1:

We believe community problems require community solutions. That's why we're proud to stand with Twin Lakes Food Bank in their Building Hope campaign – a project that will meet the rising need head-on. Together, we're building something that matters.
<https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 2:

We've worked alongside Twin Lakes Food Bank and have seen the impact firsthand. This campaign is more than a new building – it's about hope, dignity, and access to basic needs. We're proud to support Building Hope.

<https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 3:

When one of us is in need, all of us are called to act. That's why we've joined the Building Hope campaign – because every neighbor deserves access to food, care, and community. Will you join us? <https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 4:

We're honored to partner with Twin Lakes Food Bank on their Building Hope campaign. We encourage other community leaders, businesses, and neighbors to join this effort. Let's build a future where no one is left behind.

<https://twinlakesfoodbank.org/capital-campaign/> #BuildingHope
@TwinLakesFoodBank

SAMPLE POSTS: FOR CHURCHES

Option 1:

"For I was hungry, and you gave me something to eat..." (Matthew 25:35). Our church is proud to support Twin Lakes Food Bank's Building Hope campaign. Together, we can provide food and hope to more of our neighbors in need. Join us in laying the foundation for greater impact: <https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope #FaithInAction #ServeWithLove @TwinLakesFoodBank

Option 2:

We see the growing need right here in our community – and we can't look away. That's why we're supporting Twin Lakes Food Bank's Building Hope campaign. The new facility will help serve more families with compassion, dignity, and care.

Will you help us build something that reflects God's love?

<https://twinlakesfoodbank.org/capital-campaign/>
#BuildingHope @TwinLakesFoodBank

Option 3:

Hunger doesn't skip our zip code. Moms, kids, seniors – our neighbors – are turning to Twin Lakes Food Bank more than ever. Our church is investing in the Building Hope campaign because we believe every family should be fed and cared for. Join us in Building Hope with love in action: <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank

Option 4:

We're not just praying – we're partnering. Twin Lakes Food Bank is building a new space to serve more people in need, and we've joined their Building Hope campaign. Will you stand with us and support this vital work? <https://twinlakesfoodbank.org/capital-campaign/#BuildingHope> @TwinLakesFoodBank





EMAIL

HOW TO USE OUR SAMPLE EMAILS

Email is a powerful way to share personally and directly. Whether you're writing as a church leader, business owner, volunteer, or donor, this section includes email drafts you can send to friends, colleagues, or your network.

WHEN WRITING AN EMAIL...

- Pick the email that fits your connection to Twin Lakes Food Bank
- Copy and paste it into your email service
- Make it your own with a short note or greeting
- Encourage recipients to visit the website and, learn more by scheduling an appointment with our team to learn more
- Be sure to include this link: <https://twinlakesfoodbank.org/capital-campaign/>

The goal is to raise awareness, spark meaningful conversations, and drive interest back to the campaign webpage.

SAMPLE EMAILS: FOR PARTNERS

Subject Line: Help Us Build a Food Bank That Meets Today's Needs

As a proud supporter of Twin Lakes Food Bank, I am reaching out to share an important community effort I believe in – and I hope you will too.

Right now, the food bank is operating beyond capacity. Storage is full. Volunteers work in tight, hot spaces. Guests wait outside in the elements – crossing busy roads with full carts to access food. And the need keeps growing.

Twin Lakes Food Bank has kicked off a capital campaign. As you can see, the Building Hope capital campaign matters. It's more just a building – it's about creating a safer, more efficient space to serve thousands of neighbors with dignity. And the capacity to hold more donations and serve more guests.

I'm honored to support Twin Lakes Food Bank. Will you learn more and consider getting involved? Please visit <https://twinlakesfoodbank.org/capital-campaign/> to learn more.

Together, we can Build Hope for our community.



SAMPLE EMAILS: FOR CHURCHES

Subject Line: Support Twin Lakes Food Bank's Building Hope Campaign

Our church has proudly partnered with Twin Lakes Food Bank for many years. Many of our members volunteer regularly—whether it's sorting food, serving guests, or harvesting from the garden. We've seen firsthand how vital this ministry is. It stands in the gap for neighbors facing hardship—people just like you and me.

Right now, the food bank is experiencing record demand. They're having to turn away fresh, healthy food because they simply don't have the space to store it. Volunteers are working in tight, overheated conditions, and guests often wait outside or cross busy streets to receive food.

With our region growing, these challenges will only increase. That's why we're supporting the Building Hope capital campaign—to help build a larger, safer, and more efficient facility. This new space will allow Twin Lakes Food Bank to serve more families with dignity, compassion, and care.

Please visit <https://twinlakesfoodbank.org/capital-campaign/> to learn more. If you're able, we invite you to give or share. And if now isn't the right time financially, will you consider joining us in praying for this campaign's success?

"Let us not grow weary in doing good, for at the proper time we will reap a harvest if we do not give up." - Galatians 6:9

With gratitude,

[Church Name/Representative]

SAMPLE EMAILS: FOR FAMILY

Subject: Helping Our Community Together - Twin Lakes Food Bank

Hi [insert name here],

I wanted to share something important that I've been involved with lately—volunteering at Twin Lakes Food Bank. It's amazing to see how much this place means to our community. The food bank is there for people just like us who, during tough times, need a helping hand to put food on the table.

Right now, they're facing some big challenges. Their current space is completely full, and they even must turn away fresh, healthy food because there's nowhere to store it. Volunteers like me work in tight spaces, and families sometimes wait outside in the weather or cross busy streets just to get food. And with our community growing, the need is only increasing.

That's why they've launched the Building Hope campaign to build a bigger, safer food bank that can serve more families with dignity and care. I'm proud to support this effort, and I wanted to ask you to learn more and consider joining in too.

Here's the link if you want to check it out: <https://twinlakesfoodbank.org/capital-campaign/>

Thanks for reading – together, we can make a real difference.



SAMPLE EMAILS: TO COLLEAGUES

Subject: A Cause I Care About - Let's Build Hope Together

I wanted to take a moment to share something that's really important to me. As you may know, I'm a big supporter of Twin Lakes Food Bank – an organization doing incredible work right here in our community.

The food bank is a safety net for so many families facing hardship – people who never expected to need help. But with demand growing, they've outgrown their current space. They're turning away fresh food because there's no storage, volunteers are working in tight, overheated conditions, and guests are often left waiting outside or navigating a busy street.

That's why I'm supporting their Building Hope capital campaign to construct a larger, safer, and more efficient food bank – one that will help meet today's needs and tomorrow's growth with dignity and care.

If you're curious or want to hear more, I'd truly love to chat with you about it – it's a cause I care deeply about and would be happy to share why. You can also check it out here: <https://twinlakesfoodbank.org/capital-campaign/>.

Thanks for taking a minute to read this,





TEXTING

HOW TO USE A TEXT MESSAGE PROMPT

Texts are quick, personal, and often the best way to get someone's attention. In this section, you'll find simple message templates you can send directly to friends, family members, coworkers, or community members.

WHEN WRITING AN TEXT MESSAGE...

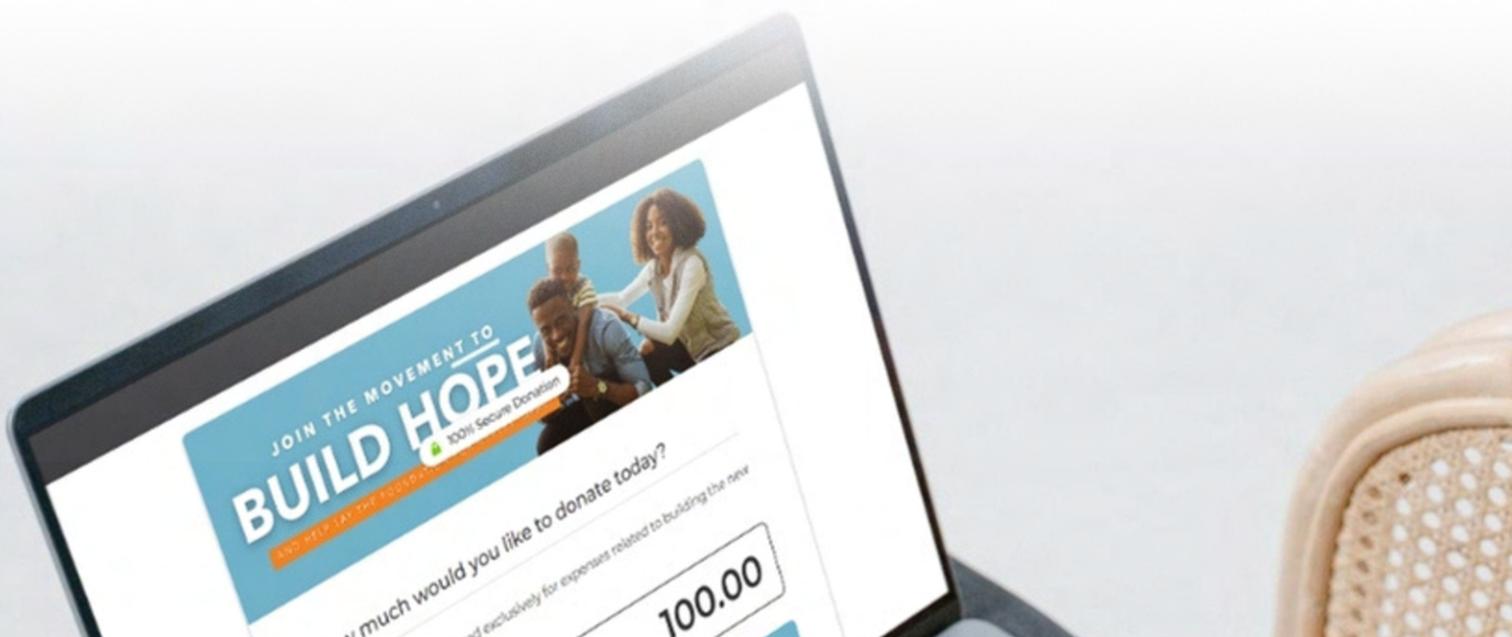
- Choose a message that sounds like something you'd naturally say
- Copy and paste into your text message app
- Make sure you include this link: <https://twinlakesfoodbank.org/capital-campaign/>
- Let people know they can schedule a call or visit with a member of our team if they want to learn more or get involved

Even a short message can lead someone to join this incredible mission. The goal is to guide them to the website and open the door to deeper engagement.

Use these quick, personal text messages to help spread the word to your network:

SAMPLE TEXTS: FOR DONORS

1. Hi [Name], I've been thinking about the causes I care about most, and Twin Lakes Food Bank is at the top of my list. Their Building Hope campaign is expanding their space so no family has to be turned away. I'd love for you to see what they're doing: <https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], I wanted to share something that means a lot to me. I give to Twin Lakes Food Bank because they're a lifeline for families in our community, and now they're building a larger space through their Building Hope campaign. Would you consider joining me? <https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], you know how grateful I am for what I have—and I try to give back where it counts. That's why I support Twin Lakes Food Bank's Building Hope campaign. I'd love for you to take a look too: <https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], I believe in leaving a legacy of compassion. For me, that includes supporting Twin Lakes Food Bank's Building Hope campaign to build a food bank that will serve families for decades. Want to see what it's all about? <https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], I wanted to let you know about a campaign that I'm proud to support. Twin Lakes Food Bank is working to expand their space so they can serve more families with dignity. Here's the link if you'd like to learn more: <https://twinlakesfoodbank.org/capital-campaign/>



SAMPLE TEXTS: FOR PARTNERS

1. Hi [Name], I know you care about strengthening our community. That's why I'm excited to share Twin Lakes Food Bank's Building Hope campaign—an effort to build a larger space and meet the rising need. Here's the link if you'd like to see more: <https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], you've probably seen the challenges families face right here in our area. Twin Lakes Food Bank is stepping up with their Building Hope campaign, and I'm proud to partner with them. Would you check it out?
<https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], community challenges need community solutions. That's why I'm supporting Twin Lakes Food Bank's Building Hope campaign to create a bigger, safer space to serve more neighbors. Take a look here:
<https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], I wanted to let you know about a project close to my heart. Twin Lakes Food Bank is expanding through their Building Hope campaign, and I think you'll see how important it is. Here's the link: <https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], we've seen how powerful it is when people come together. That's why I'm proud to support Twin Lakes Food Bank's Building Hope campaign—because together, we can make lasting change. <https://twinlakesfoodbank.org/capital-campaign/>



SAMPLE TEXTS: FOR VOLUNTEERS

1. Hi [Name], you know volunteering is something I care deeply about. At Twin Lakes Food Bank, I've seen firsthand how great the need is—and how limited their space has become. That's why I'm supporting their Building Hope campaign.
<https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], I wanted to share what I've been involved with lately. Every week at the food bank, I see volunteers working outside and families waiting in line because space is so tight. Their Building Hope campaign will change that.
<https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], serving at Twin Lakes Food Bank has been one of the most meaningful things I've done. Now I'm supporting their Building Hope campaign so they can reach even more people. Would you join me?
<https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], I've met so many neighbors in need through volunteering at Twin Lakes Food Bank—moms, veterans, seniors, kids. That's why I'm passionate about the food bank's Building Hope campaign to expand their reach. Here's the link:
<https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], you know I love giving back. Volunteering at Twin Lakes Food Bank showed me how urgent the need really is. Their Building Hope campaign will help them care for so many more families. <https://twinlakesfoodbank.org/capital-campaign/>



SAMPLE TEXTS: FOR CHURCHES

1. Hi [Name], our church has been praying about how to better serve our community. One way we're stepping up is by supporting Twin Lakes Food Bank's Building Hope campaign. Would you join us? <https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], I wanted to share a ministry we're excited to support. Twin Lakes Food Bank is expanding through their Building Hope campaign to feed more families with dignity. Take a look: <https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], hunger is something affecting families right here in our zip code. Our church is helping by supporting Twin Lake Food Bank's Building Hope campaign, and we'd love for you to consider joining us. <https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], you know how much we value putting faith into action. That's why we're partnering with Twin Lakes Food Bank through their Building Hope campaign. Here's where you can learn more: <https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], together we can reflect God's love in practical ways. Supporting Twin Lakes Food Bank's Building Hope Campaign means more neighbors fed, cared for, and restored with dignity. Would you join in? <https://twinlakesfoodbank.org/capital-campaign/>



SAMPLE TEXTS: FOR BUSINESSES

1. Hi [Name], at our business, we want to do more than just grow—we want to give back. That’s why we’re supporting Twin Lakes Food Bank’s Building Hope campaign to expand their reach. Join us: <https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], I wanted to share a project we’re proud to support as a company. Twin Lakes Food Bank is building a larger space to meet growing needs through their Building Hope campaign. Check it out: <https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], you know how important community is to our business. That’s why we’re investing in Building Hope with Twin Lakes Food Bank—a campaign to build a stronger future for families. <https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], our employees are passionate about giving back. One way we’re doing that is by supporting Twin Lakes Food Bank’s Building Hope campaign. Here’s the link if you’d like to learn more: <https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], we believe every business can make an impact. For us, that includes supporting Twin Lake Food Bank's Building Hope Capital Campaign to help neighbors in need. Would you take a look? <https://twinlakesfoodbank.org/capital-campaign/>



SAMPLE TEXTS: FOR FAMILY

1. Hi [Name], I wanted to share something personal. I've been involved with Twin Lakes Food Bank, and they're running out of space to meet the growing need. Their Building Hope campaign is working to fix that.
<https://twinlakesfoodbank.org/capital-campaign/>
2. Hey [Name], you know how much helping others means to me. Right now, I'm supporting Twin Lakes Food Bank's Building Hope campaign to expand their food bank for families in need. Would you check it out?
<https://twinlakesfoodbank.org/capital-campaign/>
3. Hi [Name], I've seen how important Twin Lakes Food Bank is for our community. They've launched a campaign to build a bigger, safer space to serve more families. I thought you'd like to see it too: <https://twinlakesfoodbank.org/capital-campaign/>
4. Hey [Name], this campaign is close to my heart. Twin Lakes Food Bank is building a new facility through Building Hope—a project that will impact generations. Take a look: <https://twinlakesfoodbank.org/capital-campaign/>
5. Hi [Name], you know I love being part of efforts that really matter. Supporting Building Hope at Twin Lakes Food Bank is one of them. Would you join me in checking it out? <https://twinlakesfoodbank.org/capital-campaign/>

