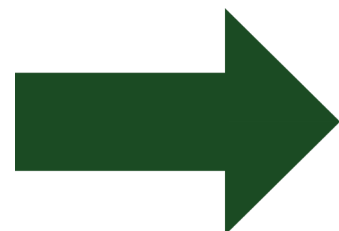




EVENT OVERVIEW & ASSETS

November 17, 2023 – January 3, 2024

LOGO



thrivent[®] *presents*



GIVE
THE GIFT OF
FOOD

PLANNED CALENDAR

November 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31 Halloween	Nov 1 Day of the Dead World Vegan Day	2	3	4
5	6	7	8	9	10	11 Veterans Day
12	13	14	15	16	17 POST	18 ACT.
19	20	21	22 POST	23 Happy Thanksgiving	24 Black Friday ACT.	25
26	27 Cyber Monday	28 Giving Tuesday	29 POST	30	Dec 1	2 ACT.

December 2023						
SUN	MON	TUE	WED	THU	FRI	SAT
26	27 Cyber Monday	28 Giving Tuesday	29	30	Dec 1	2 ACT.
3 World Pear Day	4	5 International Volunteer Day	6 POST	7	8	9 Christmas Card Day ACT.
10	11	12	13 POST	14	15	16 ACT.
17	18	19	20	21	22	23
24	25 Christmas	26	27	28	29	30
31 Happy New Year	Jan 1	2	3	4	5	6

Planned Social Post Dates

November 17
November 22
November 29
December 6
December 13



** Actual posts and dates scheduled in next slide*

Activation Dates

Saturday, November 18, 2023 / 10:00 AM - 2:00 PM
Friday, November 24, 2023 / (Black Friday) 7:00 AM - 11:00 AM
Saturday, December 2, 2023 / 10:00 AM - 2:00 PM
Saturday, December 9, 2023 / 10:00 AM - 2:00 PM
Saturday, December 16, 2023 / 10:00 AM - 2:00 PM



SOCIAL

Announcement Post - <https://www.instagram.com/p/CzxGdbys-9C/>
NOVEMBER 17, 2023

Activation Activities Post - <https://www.instagram.com/p/C0QXIZ4MIQk/>
NOVEMBER 29, 2023

Activation Post 1 - <https://www.instagram.com/p/C0h43RZMGza/>
DECEMBER 6, 2023

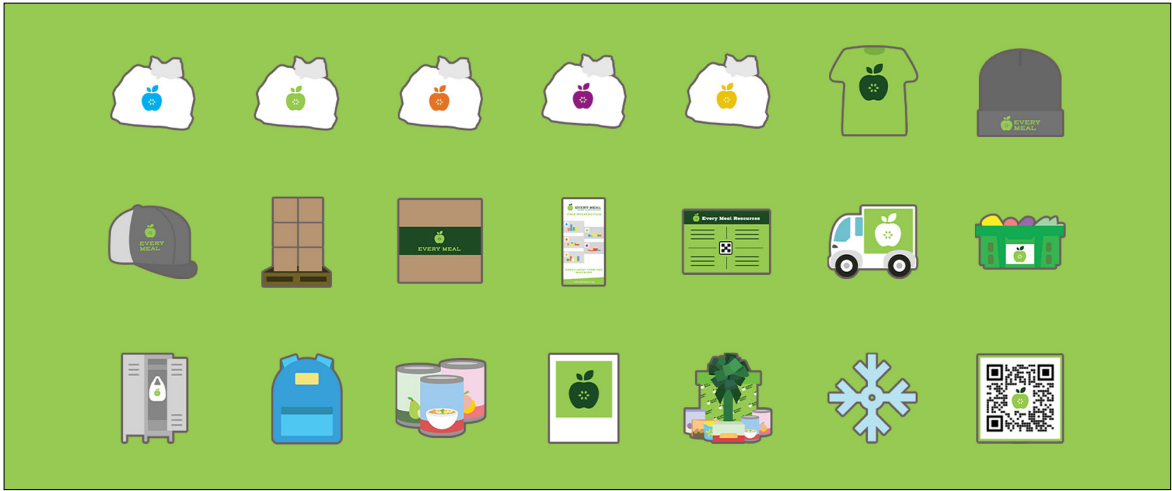
Activation Post 2 - <https://www.instagram.com/p/C0z2LqYMqcc/>
DECEMBER 13, 2023

Activation Post 3 - <https://www.instagram.com/p/C07Cw-CsU3N/>
DECEMBER 16, 2023

Thank You Post - <https://www.instagram.com/p/C1-hAa0sjKa/>
JANUARY 11, 2024

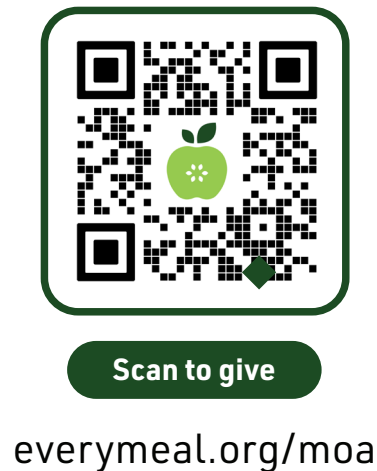
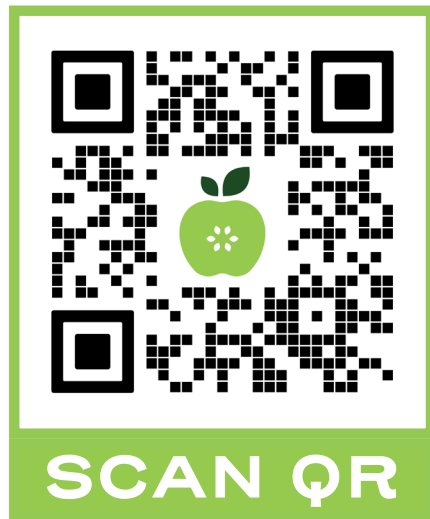


DIGITAL




LANDING PAGE

Mall of America Donation Landing Page -
<https://www.everymeal.org/moa/>



thrivent[®] presents



GIVE
THE GIFT OF
FOOD

☐ One time ☒ Monthly

Give your most generous gift!

\$250	\$100	\$50
\$25	\$10	\$5

\$ 25 USD -

One gift can go a long way:

- \$1.25 = 1 meal**
- \$5 = 4 meals**
- \$10 = 8 meals**
- \$20 = 16 meals**
- \$50 = 40 meals**
- \$100 = 80 meals**

THANK YOU FOR GIVING THE GIFT OF FOOD!

PRINT

Take your **holiday**
photos here!



Give today and help us
provide over **336,000**
meals to kids during
this holiday season.



GIVE
THE GIFT OF
FOOD

Play our **emoji**
matching game!



thrivent presents
GIVE
THE GIFT OF
FOOD



thrivent presents
GIVE
THE GIFT OF
FOOD



EVERY MEAL
FIGHTING CHILD HUNGER

Share your photo and
TAG US
ON SOCIAL MEDIA

#EveryMeal
#GiveTheGiftOfFood
#HungerFighter



GOOD FOOD

Every Meal is committed to providing good food that is **nutritious, delicious and relevant** in a manner that retains the dignity of our children and families.

Nutritious

Our staff dietitians work to ensure all of our bag types meet current nutritional standards for children and youth.

Delicious

We taste test the food we buy for our food bags. Taste also includes sight and smell. For each item we provide, we make sure it looks, smells and tastes delicious.

Relevant

We offer five food bag options with a variety of menus tailored to be culturally and situationally relevant for the different children and families we serve.



THANK YOU TO OUR
IN-KIND SPONSORS

Every Meal would like to thank the following organizations who have provided in-kind support of the Give the Gift of Food Campaign this year:

DO GOOD
EVENTS



Your donation will benefit kids facing food insecurity in Minnesota by providing them with delicious, nutritious, and relevant food over the weekends.

One gift can go a long way:

\$1.25 = 1 meal

\$5 = 4 meals

\$10 = 8 meals

\$20 = 16 meals

\$50 = 40 meals

\$100 = 80 meals



EMAIL

Announcement Email -

<https://everymeal-19878070.hs-sites.com/theres-still-time-to-make-a-positive-impact>

NOVEMBER 17, 2023

Hi Friend,

We have an exciting announcement: Every Meal, **Mall of America®**, and **Thrivent** have come together to Give the Gift of Food this holiday season!

We know that every meal is not a guarantee – and it's this uncertainty that fuels our commitment to fighting child hunger. As most of us enjoy our holiday festivities – this time of year reminds many children that there isn't always enough food on the table.

Every Meal is on a mission to change that. Visit Level 1, North, November 18 through January 3, to ensure that every child has access to every meal – both during the holidays + the entire school year. Our goal is to provide over 336,000 meals during this holiday season.

Visit Level 1, North, November 18 through January 3, and check out the informative LED display, interactive Every Meal emoji game, and ways you can get involved with our mission this holiday season.

In addition, Every Meal staff and Thrivent volunteers will be on site for five days with giveaways, a photo booth, and more holiday fun. We invite you to come **"give the gift of food"** and make the holiday season a more joyful one for those who need it most!

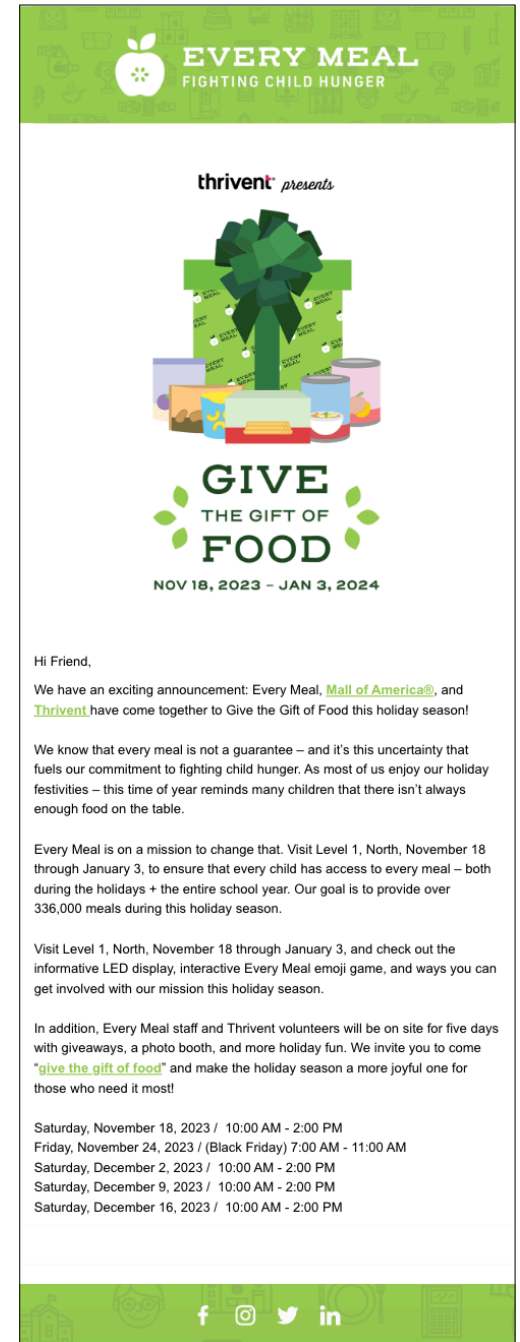
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COPY



At Every Meal, we know that **every meal is not a guarantee** – and it's this uncertainty that fuels our commitment to fighting child hunger. As most of us enjoy our holiday festivities, this time of year reminds many children that there isn't always enough food on the table.

This holiday season, you have the power to change that. Every Meal has partnered with Mall of America to fight child hunger in our community. We will be featured in the North Entrance atrium, inviting the community to “give the gift of food” enabling us to provide over 336,000 meals to children during the seven-week holiday season.

We ask that you consider donating today and give the gift of food so that every meal can be a guarantee. Join us in creating a more joyful holiday season for those who need it most.

B-ROLL

Hunger impacts a child's ability to learn and grow

<https://vimeo.com/594768588>

Child hunger is solvable

<https://vimeo.com/592806478>

Our strongest asset

<https://vimeo.com/594775423>

Our approach to fighting child hunger

<https://vimeo.com/574634334>

I did the math

<https://vimeo.com/360834111>



IMAGERY

