

Virtual Pantry Toolkit Checklist

✓ **Messaging Guide**

Easy-to-understand summaries of the Virtual Food Pantry. Start here to get a quick overview of the program. Then, copy and paste the language into your existing communications – such as emails, newsletters, and social posts – to help WSCP spread the word about it. We've created a short version and long version to suit different needs.

✓ **Social Posts**

Custom social graphics and language about the Virtual Food Pantry. Post these assets on Facebook, Twitter, Instagram or LinkedIn to tell your followers about the Virtual Food Pantry and show your commitment to fighting hunger.

✓ **Web Images**

Colorful images of the Virtual Food Pantry. Use these resources in your existing communications – such as emails, newsletters, and social posts – alongside language from the messaging guide.

✓ **Printable Flyer**

One-pager about the Virtual Food Pantry for you to print and post in a public place, such as your office's reception area, or share with potential customers to encourage more people to use the Virtual Food Pantry.

✓ **FAQs**

Frequently asked questions and answers about the Virtual Food Pantry to review and share with others. Our goal is help everyone understand how our no-cost grocery service works so members of our community can get groceries during tough times.