



# Rebuilding

## No Kid Hungry Spring Campaign

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### About No Kid Hungry

No child should go hungry in America. But in the wake of the coronavirus pandemic, 1 in 4 kids could face hunger. No Kid Hungry is working to end childhood hunger by helping launch and improve programs that give all kids the healthy food they need to thrive. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization committed to ending hunger and poverty.

### Context

In April 2021, No Kid Hungry will launch an awareness campaign called: Rebuilding. This campaign will highlight how the work of feeding children is a critical part of the pandemic's recovery effort. It will take place across a six-week period (April - May 2021).

### Bringing the Campaign to Life

The primary content approach will center around a series of murals and a short documentary series about the three selected communities, Metro Atlanta, Rialto and St. Paul/Minneapolis. These are communities where No Kid Hungry is providing support and partners have gone above and beyond to serve their students and families during the pandemic.

### Main Message

Millions of kids are living with hunger because of the pandemic. Rebuilding starts with getting them the food they need to imagine a better tomorrow. Join No Kid Hungry, and help rebuild our country, one meal at a time. Visit [NoKidHungry.org/rebuild](https://NoKidHungry.org/rebuild) to learn how.

### Goals

- o Engage supporters, corporate partners, donors and stakeholders
- o Increase awareness and participation in school meals programs
- o Achieve high visibility through earned, owned & borrowed media

### Artist Ask

No Kid Hungry is looking for an artist in the Atlanta area to develop and produce a large-scale (approximately 400 sq ft) mural inspired by local children and their vision for rebuilding a better future.

#### Vision for the murals is:

- They are public works of art created by a local artist and reflecting the perspectives of local children.
- They show broad, authentic depictions of kids' feelings about the pandemic and the future; they don't need to be literal references to No Kid Hungry or our work.
- They serve as focal points for telling stories about children and the local community.

- Location of the mural is TBD

#### **Artist participation:**

- **Briefing Session with Local Students:** This campaign will require the artist to participate in an in depth briefing process that connects them with local students
- **Documentary Video Series:** The artist will be filmed as part of a larger documentary project that will capture the briefing process, a time lapse of the mural being painted and possible interviews.
- **Media Interviews:** The artist will also be available for in-person (following CDC safety guidelines), video, and/or phone interviews with local media leading up to, and once the mural is completed.

## **Additional Campaign Content**

No Kid Hungry will also be using these murals and the local stories as inspiration for a three part documentary series that will be shared on No Kid Hungry social channels as well as its corporate partners channels.

#### **Vision for the documentary video series:**

- The video series will document not only the mural creation process itself but more importantly the perspectives, conversations and real life experiences with kids and members of the community.
- The videos will focus on the stories of kids and their community i.e. the obstacles they've faced in the last year due to the coronavirus, how having access to free school meals has impacted them during this time and how they envision rebuilding a better future.
- Each video will be 3-4 minutes long and will be distributed through No Kid Hungry digital channels as well No Kid Hungry partners and supporters channels. The videos might also be distributed by digital media outlets.
- Videos will include mention of some of the corporate partners that make No Kid Hungry's work possible.

## **Briefing Process**

In order to ensure the student voices in the community are represented, No Kid Hungry will facilitate an interview/inspiration session with a small group of students (ages 8-15) and the mural artist. The session could take place over zoom and/or in-person should timing and safety protocols allow. This interview session will be recorded as part of the larger documentary.

#### **Student & Artist Interview Session**

- No Kid Hungry to facilitate an interview/inspiration session with a small group of students (ages 8-15) and the mural artist. The group of students will be local and may have a connection to the school's meals program and had an impact on them in the last year.
  - No Kid Hungry and the artist will align on to a series of prompts ahead of the session to guide the conversations with the children - examples:
    - *What was the last year of life like for you?*
    - *What are you most looking forward to when the pandemic is over?*
    - *If you could wave a magic wand, what would your school or your community look like one year from now?*

## **Creative Guidelines**

### **Visuals**

No Kid Hungry's brand is bright, colorful, and positive. We focus on the positive aspects of hunger work (hope, community, and change) rather than the negative. Also keep in mind the focus of our summer campaign is *Rebuilding Together*.

See our full brand guidelines [here](#). (No Kid Hungry Brand Guidelines, 2nd option) For more examples of our usual visual style, check out our [website](#) and instagram ([@nokidhungry](#).)

### **Guidelines**

Material associated with No Kid Hungry cannot contain:

- Profanity
- Lewd images
- Racially insensitive images, language or symbolism
- Drug or alcohol references
- Politically partisan language or imagery
- Non-approved corporate logos or imagery

If children are depicted in the mural, they need to be visually representative of the town where the mural is (i.e., diverse in age, gender, race, and abledness.)

If any children are directly and identifiably depicted in the mural, approval to use their likeness is needed (either as a commercial license for the reference photograph, or as permission from a guardian.)

### **Messaging**

No Kid Hungry is about ensuring every child has healthy food every day. When writing in partnership with No Kid Hungry, it's important to stay grounded, measured and positive. Our brand isn't about being combative or indignant, it's about bringing as many people as possible together to take specific actions to solve a terrible problem — actions we know to be effective.

At the same time, it's equally important to convey our values. No Kid Hungry's supporters and followers look to us to tell them what matters when it comes to childhood hunger and poverty — whether it's a piece of legislation or a news story. We're not partisan, but we're also not neutral. We're not a corporate brand whose primary concern is not offending potential customers. When something is wrong, we say so.

No Kid Hungry's brand voice is also informal and conversational. Our programmatic work is complex and complexity requires nuanced language, but when speaking to donors, online followers and general consumers we use simple, familiar terms.

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*This includes any social media posts about the mural on your personal channels.*