



Media Guidelines for Partners

Thank you for being a Hunger Relief Partner with the Three O'clock Project. We ask all of our partners that are helping to further our mission of providing healthy meals and nutrition education for at-risk students after school. In sharing through social media, websites, press releases, etc. our shared goal of meeting the needs of every child experiencing food insecurity can grow.

1. Social Media Posts

In order to maximize exposure for your program and Three O'clock Project's involvement, we ask that you please post photos on your organization's social media accounts and make sure you tag us! Each partner is committed to posting a partnership announcement and 3-5 posts (or more) during the year throughout the duration of the program.

- Facebook: [@threeoclockproject](#)
- Twitter: [@3oclockproject](#)
- Instagram: [@threeoclockproject](#)
- LinkedIn: [@threeoclockproject](#)

We will repost any tags and tag you back! We also welcome having any photos of programming sent to Caitlyn Scales (caitlyn@threeoclockproject.org or 630-207-5607) for use on our social platforms.

Here are templates for partnership announcements on social for inspiration:

1. We are excited to be partnering with Three O'clock Project for this year's CACFP meal support as a Hunger Relief Partner! This partnership provides no cost supper and snacks to our kids during enrichment opportunities after school. We are committed to leaving no child hunger after the end of the school day!
2. WE ARE PUMPED! This year, we are partnering with Three O'clock Project as a Hunger Relief Partner to provide free, nutritious meals to youth in our after school programs. This support means we have the opportunity to provide food security for all youth in our programs as we help them learn and grow!
3. Big news! We are a proud Hunger Relief Partner with Three O'clock Project for our after school meal program. This means we get to bring healthy and delicious supper and snacks to all participants in our after school programs 18 and under for FREE. Together, we can increase food security for all in our community!



2. Signage

We ask that your site displays our branded partnership poster in your facility for community members to see. This signage includes Three O'clock Project branding and the statement that you are a Hunger Relief Partner fighting food insecurity through our partnership. This poster will be provided for you to display once you are on-boarded as a partner site.

3. Website

If you have a section on your website listing partners/sponsors we ask that you add the Three O'clock Project logo. Please [click here](#) to download our logos.

4. Press Release

If you are issuing a press release about our partnership or food service for at-risk students utilizing Summer Food Service Program (SFSP) or Child & Adult Care Food Program (CACFP), please send a copy of the press release for approval prior to distribution. Three O'clock Project is also willing to provide a press release upon request. Please notify Three O'clock Project of any press releases so that we can share on our channels as well. **All press release correspondence is sent to caitlyn@threeoclockproject.org.**

5. Media Engagement

If you receive media interest from the program affiliated with our partnership, please let us know. If you plan on any proactive media engagement activities, such as a press conference, please contact us to discuss joint efforts.

6. Impact

Please share with us any engagement and impact metrics you are tracking and capturing from the program – e.g. students served, demographic data, geographic areas impacted, social media engagement, etc.

We look forward to lifting the missions of our organizations through outreach and impact - *together!* All inquiries about the issues outlined above can be directed to our Development Director, Caitlyn Scales, at caitlyn@threeoclockproject.org or by phone at 630-207-5607.