**High Holiday Grocery Gift Card Drive - Marketing Kit**

**Thank you for participating in this year’s High Holiday Gift Card Drive! We hope the below materials help you to promote the initiative.**

**General Overview:**

The High Holiday Grocery Gift Card Drive is the Mitzvah Food Program's - and the Greater Philadelphia Jewish community's - largest drive of the year! We need your help purchasing local grocery gift cards for those in our community who are in need.

Once your drive is over, you can deliver the gift cards to one of our pantry sites or request that the Mitzvah Food Program pick up your collection. The below information should help you promote the drive via social media and your newsletters.

**Newsletter:**

Use the newsletter header image with the below copy

**A grocery gift card with food and a blue rectangle

Description automatically generated**

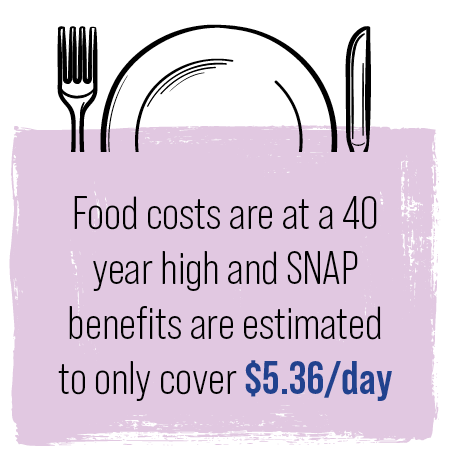
**You Can Make a Difference: Help Nourish Families in Need**

We are once again participating in the Jewish Federation of Greater Philadelphia’s High Holiday Food Drive, the Jewish community’s largest and most important coordinated food collection effort of the year. This year, there are two simple ways you can help nourish families in need:

1. **Purchase ShopRite, ACME and Giant gift cards** for Mitzvah Food Program clients to use at their local stores. Gift cards up to $50 are preferred.
2. Purchase food through the **Mitzvah Food Program Amazon Wish List** so that products are shipped directly to a pantry.
   1. Link: <https://jewishphilly.org/mitzvah-food-program-amazon-wish-lists-donate-goods/>

Visit <https://jewishphilly.org/resources/mitzvah-food-program/high-holiday-grocery-gift-card-drive/> for more information.   
(Personalize with details about your established timing/dropoff location)

**Social MediaPosts: (Share the various images on multiple posts throughout August/September)**



**Copy options/suggestions**

1. Join us in nourishing families in need through the Jewish Federation of Greater Philadelphia’s High Holiday Grocery Gift Card Drive. jewishphillly.org/hhgiftcards for more info (Personalize with details about your established timing/dropoff location)
2. Join us in helping the 23,000 Jewish families in our area that are struggling with food insecurity. Learn more at https://jewishphilly.org/resources/mitzvah-food-program/high-holiday-grocery-gift-card-drive/ (Personalize with details about your established timing/dropoff location)
3. Help stock the Mitzvah Food Program pantries this High Holiday season and fulfill the mitzvot of feeding the hungry. <https://jewishphilly.org/resources/mitzvah-food-program/high-holiday-grocery-gift-card-drive/> for more info (Personalize with details about your established timing/dropoff location)
4. Members of our community are relying on our support more than ever before. Join us in helping the most vulnerable in our community through the High Holiday Grocery Gift Card Drive. <https://jewishphilly.org/resources/mitzvah-food-program/high-holiday-grocery-gift-card-drive/> for more info (Personalize with details about your established timing/dropoff location)
5. XXXX days left to participate in this year’s High Holiday Grocery Gift Card Drive. https://jewishphilly.org/resources/mitzvah-food-program/high-holiday-grocery-gift-card-drive/ for more info (Personalize with details about your established timing/dropoff location)