



DIGITAL COMMUNICATIONS OUTREACH TOOLKIT

What you need to know to get involved, implement programming communication, and spread the message to children, families and communities near you to get

"Cooking For Life"

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INTRODUCTION



Through our cooking and nutrition programs and curriculum, we help kids and families experience the joy of cooking, while learning how and why healthy foods fuel the body. Through our various programs, we believe we can reverse the trend of generations of non-cookers.

At Common Threads, we bring our family-centric, digital learning program model with proven results to kitchens in under-resourced communities across 12 markets. Our unique approach empowers children to eat healthy, make sustainable behavior changes, and celebrate culture through food.

"Our world is a large quilt and its people are the fabric - colorful swatches of beautifully woven material - all joined together by these common threads: family and food."

- Art Smith, Co-Founder

MISSION

Common Threads is a national nonprofit that provides children and families cooking and nutrition education to encourage healthy habits that contribute to wellness. We equip under-resourced communities with information to make affordable, nutritious and appealing food choices wherever they live, work, learn, and play. We know that food is rooted in culture and tradition so we promote diversity in our lessons and recipes, encouraging our participants to celebrate the world around them.

VISION

Common Threads aspires to build communities that embrace healthy cooking, healthy eating and celebration of culture.



COMMITMENT
HONESTY RESULTS
RESPECT
IMPROVEMENT TEAMWORK

INTRODUCTION CONTINUED



VALUES

Common Threads is a passionate team of problem solvers and learners driven by the desire to help build healthy, self-sustaining communities. Our approach is earnest, but not always conventional. We are intentional, but also entrepreneurial. Our work is experiential, with a desire for our lessons to complement and enhance learning. We are proud of our work, and humbled to be a part of communities across the country.

COMMITMENT:

We are committed to teaching children and families about selecting ingredients to cook meals and snacks that are nutritious; bringing joy to families; and celebrating our diversity of culture with a global perspective on recipes and food. We design programs that create multi-generational nutrition ambassadors.

RESULTS:

We invest in research and evaluation that demonstrates our programs' influence and impact in schools and communities. Our research builds evidence that identifies our contributions toward improving quality of life outcomes for children and their families.

RESPECT:

We embrace diversity, act with humility, and celebrate the strengths, creativity and perspectives of all individuals.

HONESTY & INTEGRITY:

We always engage others in the ways we would like to be treated ourselves, whether sharing a meal or a story. We practice the important components of building genuine relationships: trust, honesty, and integrity in action.

CONTINUOUS IMPROVEMENT:

We continuously improve our strategies and decision-making based on the data we collect and our interactions with participants and partners.

TEAMWORK:

We are a team of individuals who bring a variety of strengths and perspectives, working together toward a common goal. We support and celebrate one another, working every day to build a culture that fosters personal happiness and professional fulfillment.

KEY MESSAGING



Common Threads **equips communities with information to make nutritious food choices** wherever they live, work, learn and play.

Food is rooted in culture and tradition, so **we promote diversity in our lessons and recipes**, encouraging our participants to celebrate their culture.

Common Threads **knits together the importance of health and wellness, the skills to nourish the body** while relating it all back to diversity and the exploration of the relationship of food and culture.

Common Threads **promotes healthy lifestyle behaviors and habits** through nutrition education and cooking skill development.

We **cultivate community experiences** by spreading the joy of cooking together.

Common Threads **connects peer relationships & adult mentors** by leveraging food to explore cultures, build teamwork and manifest the joy of trying new foods.

Common Threads has **positively change attitudes** among children, families and communities.

Common Threads **hands-on programming and digital learning** platforms complement classrooms, home settings and community learning.

Common Threads catalyzes **"Cooking For Life"**.

Common Threads' programs **increase vegetable liking**, eating and increased frequency of at-home meal preparation.

HOW DO WE DO IT?

- Common Threads offers various programs to address needs of the schools and communities
- Elementary and middle school aged children, reached through school, nonprofit and municipal partner
- Our nutrition instruction supports English, math and science curriculum
- Participants learn how to:
 - Follow a recipe
 - Prepare and cook ingredients
 - Follow kitchen safety, including leaving the kitchen as clean as they found it
 - Select affordable, nutritious foods while grocery shopping

OUR IMPACT

- Nearly 600,000 children, parents and educators since our first programs were introduced in 2004
- Changes in attitudes and behaviors – Children eat more fruits & vegetables and have a better understanding of nutrition and adopt preference for home-cooked meals.
- Our curriculum supports science, math and English instruction and we see students find their path to learning.
- Familiarity and safety in a kitchen – children are able to cook a healthy and balanced meal
- Enhanced understanding and appreciation of a culture

HOW CAN YOU GET INVOLVED?

- Follow us on social media and sign up for our newsletter to help us spread the word
- Get involved locally as a volunteer
- Donate at www.commonthreads.org/donate. Just \$25 provides one child with eight weeks of nutrition education instruction.

OUR PROGRAMS



Common Threads knows that the health, economic, and social burdens will be especially heavy for people in the communities we serve, due to COVID-19. Our immediate focus is on supporting the children and families who are most severely impacted by the loss of resources, and the teachers who are dedicated to meeting their educational needs. All of our programs are offered virtually.

SMALL BITES

In-school, after-school and summer program teaches PreK-8th grade students about nutrition and healthy cooking through a series of eight lessons combining nutrition and snack making. The lessons are aligned to local education standards.

ASK A CHEF COOKING DEMO

Interactive cooking demos feature nutrition tips and kitchen skills. The lessons feature a live cooking demo, but participants are not required to cook along. The demo ends with a Q&A for families to ask any questions they have!

PARENT WORKSHOPS

A program engages parents and encourages healthy eating habits at home and in the community at large. Topics include: basic nutrition, grocery shopping, and cooking with kids.

VIRTUAL COOKING CLASS

These classes bring students and parents together through cooking featuring flavors from around the world while focusing on the following areas: Restaurant Meals at Home, Roasting, Baking & Breakfast, and Plant Based Diets.

EDUCATOR PROFESSIONAL DEVELOPMENT

Professional development for educators and school support staff. These sessions empower educators to improve their personal health and wellness, act as healthy role models for students, and build a school culture of wellness.

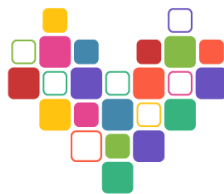


Common Threads

COOKING FOR LIFE

WWW.COMMONTHREADS.ORG

Partners and organizations can learn more about Common Threads as an organization and how they can further support our mission.



Common Bytes

BY COMMON THREADS

WWW.COMMONBYTES.ORG

Partners and organizations can learn more about Common Threads as an organization and how they can further support our mission.



SOCIAL PRESENCE



FACEBOOK | 7,464 Followers
@CommonThreadsOrg

Common Threads' Facebook page engages users through curated content that keeps followers updated with announcements and celebratory post centered around our 12 markets.



INSTAGRAM | 3,692 Followers
@CommonThreadsOrg

Common Threads' Instagram page engages followers with curated visual content daily. Through beautiful pictures and designed post, follower stay up to date on the organizations growth and movements



TWITTER | 5,527 Followers
@CommonThreadsUS

Common Threads' Twitter handle engages users through chats and timely updates on company news, relevant articles, and community changes.



PINTEREST | 29 Followers | 58 Monthly Viewers
@CommonThreadsOrg

Common Threads' Pinterest boards engage users through regular posts promoting new healthy recipes, nutrition tips and tricks, and fun worksheets and activites for kids and families.



LINKEDIN | 1,426 Followers
@CommonThreads

Common Threads' LinkedIn page engages users with updates about organizational achievements, market expansions, career opportunities and growth.



YOUTUBE | 115 Subscribers
@CommonThreads

Common Threads' YouTube channel is dedicated to engaging subscribers with cooking tutorials, wellness webinars, and kid friendly nutritional videos.

SOCIAL MEDIA TOOLKIT

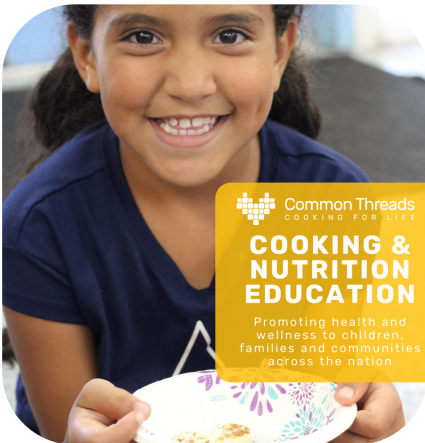


Many of our partners like to share their involvement and interaction with our program. We have made it super easy for you to do so with some pictures and sample copy for your own social media platforms. Please contact LaTrice Stirrup at lstirrup@commonthreads.org for any social media questions.



Common Threads believes cooking is a life skill! Passionate about building communities that embrace healthy cooking and healthy eating, Common Threads' programs reach students, parents and teachers together. Join the mission and get #CookingForLife.

Hashtags: #CookingForLife #Nutrition #HealthandWellness



Common Threads' provides cooking and nutrition education through several programs like Small Bites and Cooking Skills and World Cuisine. These programs engage students' tastes and minds through the exploration of cultures and cuisines. Students and parents together can learn how to follow, prepare and cook recipes, snacks and healthy treats!

Hashtags: #CookingForLife #Nutrition #HealthandWellness



Common Threads offers many digital resources available to parents, students and educators at CommonBytes.org. You can find delicious, healthy recipes, fun activities, educational curriculum, and so much more! Visit commonbytes.org today to learn more about these digital resources and how to bring this programming to your community.

Hashtags: #CookingForLife #SmallBites #Nutrition #HealthandWellness

COMMUNICATION METHODS



Common Threads uses a variety of methods and communication platforms to stay connected with our communities, partners, educators and families. Each platform serves its own purpose for outreach. Learn how you can best interact with Common Threads through each medium.

NEWSLETTERS

20,148 Subscribers

Common Threads regularly sends biweekly national newsletters to all of our subscribers. As a subscriber, be the first to know about upcoming events, market changes, program updates, new digital resources available and much more.

SOCIAL MEDIA

Common Threads engages with and posts content to all of our social media platforms daily. We use our social media platforms as a way to celebrate, inform and communicate directly with our community, supporters and partners.

BLOG

www.commonthreads.org/news

Common Threads' blog engages readers through a variety of our original articles. Our mission is to inform, entertain and celebrate our communities through research driven articles, partner interviews, and family success stories.

CAMPAIGNS

Throughout the year, Common Threads participates in several online campaigns to fundraise, cultivate new supporters, partner with funders and celebrate achievements. These campaigns provide us an opportunity to get our individual supporters and community members engaged with our mission.

EVENTS

Common Threads host a variety of events throughout the year, ranging from panels to open houses and social events. Every event serves as an opportunity to engage current supporters and educate potential supporters on the work of our organization.

SAMPLE EMAIL



Dear [NAME],

Like families and organizations across the country, Common Threads is rapidly adapting to the COVID-19 pandemic. Our efforts have shifted to food distribution, virtual learning and health & wellness programs to support our communities at a time when they need it most, and we continue to expand these offerings as resources become available.

Thank you to you and your colleagues at [organization name] for continuing to support Common Threads' mission to help provide children and families in CITY with meaningful cooking and nutrition education instruction.

I am sharing a few details below on some of our ongoing work, including [EXAMPLE1] and [EXAMPLE2].

We appreciate our ongoing collaboration with you and your team, and look forward to working with you in the coming year to help build a culture of health and wellness. Should you have any questions, please do not hesitate to contact me.

Sincerely,
[NAME]