

# International Nourish Day Toolbox

November 4<sup>th</sup> 2015



nourish  
INTERNATIONAL

## International Nourish Day: Awareness Event

The awareness event that we will be hosting this year is What Would a More Economically Just World Look Like? As a movement, we think it is important change the way we talk about economic inequality. According to Investopedia, economic justice is defined as a set of moral principles for building economic institutions, the ultimate goal of which is to create an opportunity for each person to create a sufficient material foundation upon which to have a dignified, productive, and creative life beyond economics. We believe the term economically just will stimulate more meaningful discussion, and creates a more positive way to talk about our mission which is why we framed the question in this way.

During this event it is important that you set up in a prominent place on your campus that has a lot of foot traffic, as well as a place where people congregate and may not be in a rush. Good places might be you student Union, oval, entrance of an athletic or dining facility, or campus green.

With your chapter you will set up a large poster/sheet of paper where people can write what they think a more economically just world would look like on sticky notes. You can then display all the answers on the poster around the central question “What would a more economically just world look like?” After people complete this task, ask them if they would be willing to say what they wrote on video. If people don’t have the time to write anything down they can also just contribute to the video. This is an event that shouldn’t be too difficult to have in small or large chapters.

By the end of the event the hope is that the large poster is filled with different examples. We also hope that you can use the videos from your chapter members and fellow students as a marketing tool for future use. Don’t forget to send them to [sab@nourish.org](mailto:sab@nourish.org) so we can share them too!

### Materials Needed

- Large Poster/paper
  - May be able to get this from a student resource center or dorms on campus. If not this should be a cheap find at any craft store.
- Markers
- Sticky notes
- Something to put the poster on
  - Wall
  - In between trees/poles
  - Dry place on the ground
- Video Camera
- Nourish Flyers

### Other Possible Materials

- Music (speakers)
- Something to give away (ex. Candy)

### Tips for the Event:

- Wear Nourish gear or a collective color (blue)
- Film HORIZONTALLY
- If you have the time or resources be more creative with the event
  - Ex.



- Even if people don't have time to participate let them know why you are there and what Nourish International is

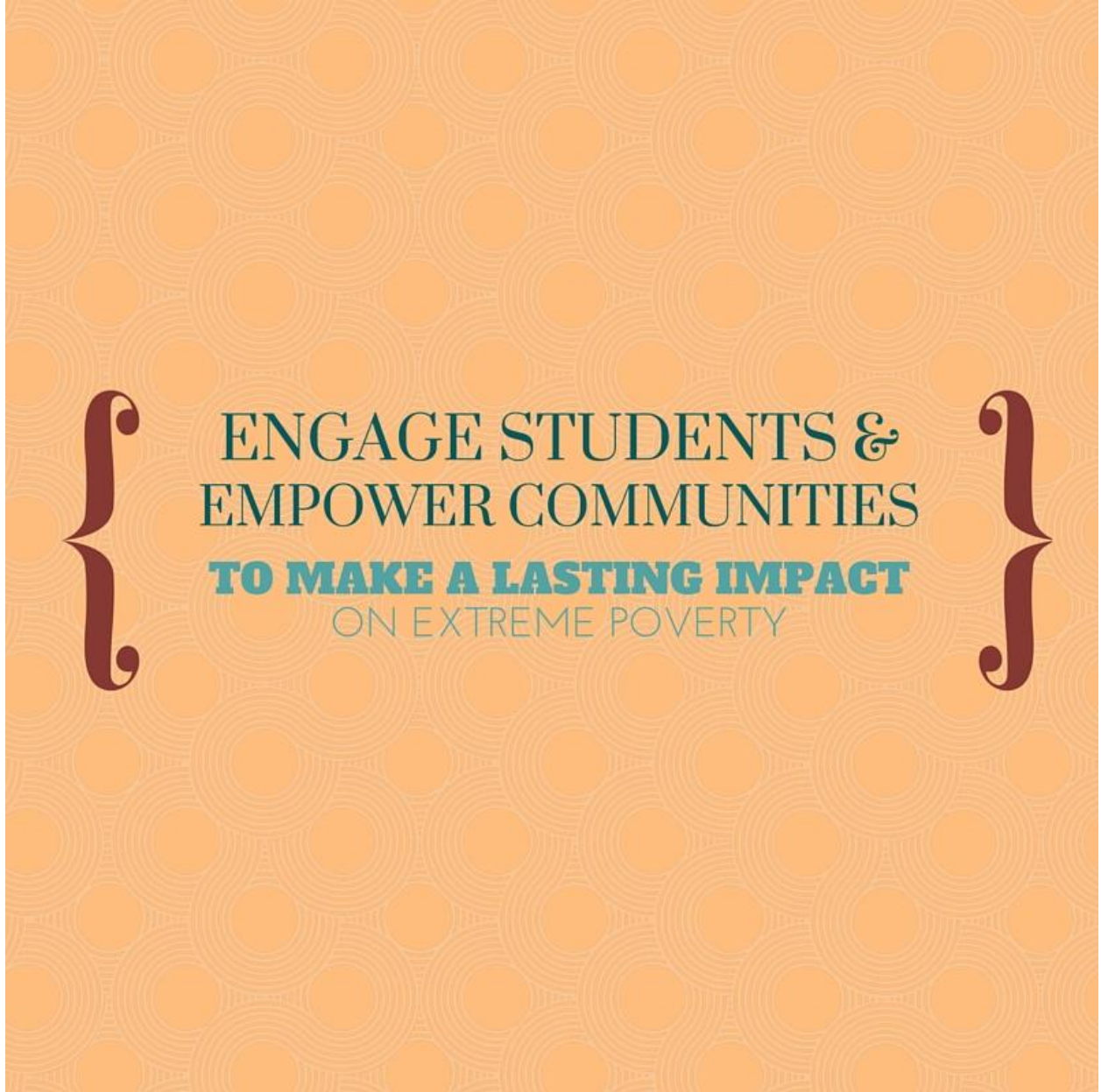
## Social Marketing Materials

We also want to be sure we are engaging people on social media as well. We encourage everyone to change their Facebook cover photo and profile picture to the images below and to use **#InternationalNourishDay** on Facebook, Twitter, Instagram, Pintrest, Tumblr or whatever social media you can think of!

### ***Cover Photo***



*Profile Picture*



## Timeline

**ASAP:** If you need to, reserve a space on your campus to have the awareness event

**October 19<sup>th</sup>-November 3<sup>rd</sup>:** Make videos/written posts with your chapter saying what an economically just world would look like, and periodically post to social media (similar to humans of New York Posts)

- Post more often in the days right before the event

**On or before November 1<sup>st</sup>:** Collect all materials to put on the event

**November 4<sup>th</sup>:** International Nourish Day! Execute the event and post on social media! Don't forget to change your profile picture and cover photo!

**By November 18<sup>th</sup>:** Send videos taken on International Nourish Day to SAB

## Contact

If your chapter has any questions or needs any help with pulling off this event please let us know.

Student Advisory Board: **sab.nourish.org**

Morgan Hammonds (Initiative Committee Chair): **hammonds.19@osu.edu**