

FOOD 4 FARMERS

Good Food Every Day for Coffee-Farming Families

HOW TO HELP ON WORLD BEE DAY

HONEY-BASED DRINK SALES

1. Inform your staff about the fundraiser with the information document provided in our [Promotional Tool Kit](#).
2. Share the details of your promotion with your followers on social media using the poster and language provided.
3. Print and display the 5" x 7" counter sign provided at your point-of-sale.
4. After tracking and tallying the number of honey-based drink sales, we ask that you [make your donation online](#) or by mailing a check payable to Food 4 Farmers at the address below:

70 S Winooski Ave Ste 1W #312
Burlington, VT, 05401

5. Share the impact you made to your followers!

ONLINE SALES

You can also support beekeepers on World Bee Day by donating a portion of online sales. In addition to donating sales on 5/20, we invite you to extend your promotion over the next two days throughout the weekend as well. Please [make your donation online](#) or by mailing a check payable to Food 4 Farmers at the address listed above. Afterwards, share the impact you made to your followers!

SOCIAL MEDIA FUNDRAISER

Our social media fundraisers will be found on our Instagram and Facebook profiles starting 5/18. We encourage you to add the Instagram fundraiser to your profile and share it in your posts and stories [using these easy to follow steps](#), and also to reshare our fundraiser on Facebook. Funds will be automatically directed to Food 4 Farmers at the end of the fundraiser.

How to Participate

Though you can participate in any of these fundraising promotions on your own without reaching out, we ask that you do check in with Cody at cody@food4farmers.org so we can promote your support from our channels!