



Hand, Heart + Soul Project

Social Marketing Campaign Materials Training Guide

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Introduction

Welcome to the Hand, Heart + Soul Project Social Marketing Campaign Training Guide. This guide is designed to complement the Social Marketing Material Recording Training. The goal of this companion guide is to walk you through the different types of promotional materials available and provide clear instructions and best practices for using them across all audience touchpoints. Whether you're distributing printed brochures, displaying posters, or sharing nutrition education reinforcement items, consistent and correct use of these materials plays a vital role in reinforcing the Social Marketing Campaign's message, and enhancing the experience of your resilient community members and partners.

Materials

Posters



The “Sow Seeds for Wellness” posters provide a message-driven, visual aid designed to promote awareness, curiosity, and a positive call-to-action. Just as seeds grow into something greater with the right care, the posters visually reinforce the idea that intentional steps toward wellness can lead to significant improvements over time.

The multiple taglines that support the core message, “Sow Seeds for Wellness”, allow the message to be used in diverse settings. Posters should strategically be placed in high-traffic, high-visibility areas such as:

- Classroom settings
- School offices
- Learning spaces
- Local libraries



- Bookmobiles
- Places of worship
- Community centers
- Wellness/fitness centers
- Community health centers
- Mobile farm stands/farmers' markets
- Neighborhood markets
- Recreation centers
- Hallways
- Website banners
- Social media platforms

Evergreen One-Pager



The Evergreen One-Pager introduces Hand, Heart + Soul Project, giving staff, partners, and community members an overview of the organization, its mission, and core programming. It highlights initiatives such as Garden-to-Table programming, early education and school transition activities, nutrition and wellness workshops, and community engagement efforts, showing how the organization supports children, families, and communities in building health, wellness, and lifelong skills.

This one-pager is an evergreen resource, meaning it was created to remain relevant

over time. Evergreen materials contain core information that does not change frequently, so staff can use it repeatedly across different events, presentations, and outreach efforts. Because the key messages about Hand, Heart + Soul Project and its programs are consistent, this material ensures that every introduction to the organization is clear, professional, and accurate, no matter when or where it's shared.

At the bottom, the one-pager lists the website and Instagram accounts, providing a consistent way for readers to learn more about the organization or engage with its work. This resource is ideal for:



- Introducing Hand, Heart + Soul Project to new staff, potential partners, or community members
- Distribution during health fairs, lunch-and-learns, training sessions,
- Posting on bulletin/message boards
- Using literature racks
- Posting on Hand, Heart + Soul Project website
- Attaching as a downloadable PDF in emails and newsletters
- Pairing with posters for a more comprehensive touchpoint
- Displaying in communal spaces like waiting areas, family resource centers, community education rooms, and lobby areas

SNAP-Ed & PSE One-Pager



The Supplemental Nutrition Assistance Program - Education (SNAP-Ed) One-Pager highlights Hand, Heart + Soul Project's SNAP-Ed efforts, including the Community Champions program, as well as its broader policy, systems, and environmental change (PSE) initiatives. Its purpose is to communicate the Project's impact on healthy food access, nutrition education, and wellness for SNAP-eligible families and children.

The one-pager begins with a tagline connecting SNAP-Ed work to Hand, Heart + Soul Project's mission and explains how programs fit within the PSE framework,

demonstrating lasting, systemic changes in the community. A central photo of a food and cooking demonstration illustrates the hands-on, community-focused approach.

This one-pager offers a concise, visually engaging, overview of Hand, Heart + Soul Project's SNAP-Ed programming and is ideal for:

- Partners
- Stakeholders
- Community members



Community Champions Tri-Fold Brochure



The Community Champions Tri-Fold Brochure offers a more in-depth look at the Community Champions program. While the Evergreen One-pager provides a quick overview, this brochure is designed for individuals who want a deeper context and may be considering a more active role with your organization.

The front cover features an eye-catching design with a compelling

tagline “Join the Community Champions Movement!” and a photo that reflects the heart of the program. Inside, one panel outlines the program’s mission, vision, and core values. Another panel highlights the transformative impact of the Community Champions. It shows the lasting change they help bring to their communities. A third panel provides clear steps for getting involved, advocating for change, and inspiring others to act. The back panel includes contact details, website links, and social media handles.



The following settings are ideal for recruiting your next Community Champions:

- Recreation offices
- Libraries
- Family resource centers
- Community bulletin boards
- Community events
- Community gardens
- Neighborhood associations
- Food banks/pantries
- Cultural centers



- Places of worship
- Housing authority offices
- Parent-teacher organization meetings
- Adult education programs
- Social services offices
- Public health departments
- WIC offices
- Community health centers
- Volunteer orientation sessions
- Workshops hosted by your organization

Community Champions Postcard



The Community Champions Postcard is designed to capture attention and leave a lasting impression. With its bold visuals of Community Champions in action, and clear message, it serves as a memorable takeaway and sparks interest in encouraging participation.

The front of the postcard features a striking headline such as, “Grassroots Power”, and “Community-Driven Change” along with powerful imagery of Community Champions in action. On the back, a brief program overview outlines the mission and key priorities, with clear contact details to encourage follow-up. The Community Champions Postcard is intended for use at:



- Community events
- Farm stands/farmers' markets
- Resource fairs
- Workshops/meetings



Aprons and Tote Bags



The aprons and tote bags are designed to bring the core message, “Sow Seeds for Wellness”, into everyday life in a practical and meaningful way. Each item features a tagline that reinforces the themes of healthy eating and community well-being. The tote bags display the message, ‘Buy real food. Build good health’ while the aprons read, ‘From garden to table.’

These are

premium items intentionally selected for the audience to use when they are shopping for food, cooking at home, attending a food demonstration workshop or engaging in garden-related events, not just as random giveaways. Strategic places to distribute these items include:



- Cooking demonstration or food sampling nutrition workshops
- Farm stands/farmers’ markets
- Retail store food tours/demonstrations
- Community garden-related events

These promotional items will remind your community members of their journey from growing healthy food to preparing nourishing meals.

Conclusion

Promotional materials are more than just visual tools. They extend the message, spark conversations, and inspire action. When used intentionally and distributed strategically, these items bring the Hand, Heart + Soul Project Social Marketing Campaign into everyday spaces, making wellness accessible and relevant. By following this training, staff, stakeholders, and partners can ensure consistent use and effective reach. Use these materials to help grow a movement rooted in community, connection, and lasting change, one message, one moment, and one person at a time.

