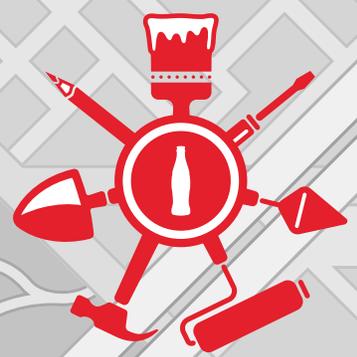




serve your city

2017 COMMUNICATIONS
TOOLKIT



#ServeYourCity2017

Coca-Cola Bottling Co. Consolidated (CCBCC) #ServeYourCity2017 is a unique call-to-action to create a Day of Service that brings nonprofit organizations and volunteers together throughout our distribution territory to make a difference in local communities. Thank you for being a partner organization for #ServeYourCity2017. We are very happy to be working with you!

On February 25, 2017, volunteers will work with nonprofit organizations like yours to make a difference in their cities through a variety of service projects. Please visit www.coca-colaserveyourcity.com to view participating organizations and locations.

Coca-Cola Consolidated has a long history of supporting our communities and we are excited to partner with your organization to engage our city through volunteer service.

You are the most important part of making this movement a success. We have put together this toolkit to provide you with all of the resources you need to encourage volunteer participation, including:

- #ServeYourCity2017 Mega Messages
- Sample Outreach Email
- Social Media Promotion Tips
- Communications Timeline
- General Info & Contact

Mega Messages

Use these mega messages when talking to the press, your staff, community leaders, donors, or volunteers to deliver consistent communication surrounding the CCBCC #ServeYourCity2017 initiative.

- Coca-Cola Consolidated #ServeYourCity2017 is a special call-to-action to create a Day of Service that brings together organizations and volunteers throughout Coca-Cola Consolidated territory to make a difference in communities.
- #ServeYourCity2017 promotes generosity by encouraging people everywhere to pledge their time, talent and treasure.
- #ServeYourCity2017 is an opportunity to be a part of something special. It's your time to connect with individuals who have a passion for serving the community.
- By participating in #ServeYourCity2017, you can make a real impact in your community.



Sample Outreach Email

The following email offers ideas and language you can use as part of your outreach to board members, staff, donors, and other partners to get them involved in #ServeYourCity2017 and volunteer in their community.

Feel free to copy, paste, or adjust as you see fit for your organization.

Dear _____,

#ServeYourCity2017 is a Day of Service where people come together to participate in local volunteer opportunities. This year, on February 25, [ORGANIZATION NAME] is proud to participate.

The Coca-Cola Bottling Co. Consolidated #ServeYourCity2017 campaign has inspired generosity across its' bottling and distribution territory since it started in 2014. This initiative promotes engagement with local nonprofit organizations in communities. Last year, more than 3,300 people came together to make an impact. Now, we invite you to join our movement and help spread the word about this service opportunity.

To support #ServeYourCity2017, you can:

1. Spread the word about volunteer opportunities in your area. Word of mouth, email, and social media are just a few examples of ways you can help engage community members to give back.
2. Participate in #ServeYourCity2017 and use the hashtag to document your day of service.
3. Invite your local friends and family to serve with you on February 25.

For more information on #ServeYourCity2017, and to sign-up as a volunteer, visit <http://www.coca-colaserveyourcity.com>.

Thanks,
[NAME]
[ORGANIZATION NAME]



Social Media Promotion Tips

Social media is key to making sure that the #ServeYourCity2017 initiative continues to reach new audiences and gain volunteers. It's also one of the best ways to celebrate giving and to share your organization's story, mission, and values.

We want to hear about your day of service! Join the conversation by following us on [Twitter](#), [Instagram](#), or [Facebook](#) (@CocaColaConsolidated) so we can retweet, promote, and share your posted messages. No matter how you share your story, be sure to include #ServeYourCity2017.

Some sample messages include:

Twitter: "New Year, new you! Let's make a difference together this February - join us as a volunteer during #ServeYourCity2017! @CokeColaConsolidated"

Instagram: Post your #UNselfie, a photo of your organization serving your community, or create a short video about why you choose to serve. Remember to use the hashtag #ServeYourCity2017, and 'visit <http://www.coca-colaserveyourcity.com> to learn more.'

Facebook: "Do you want to make a positive impact in your community this year? Join other volunteers for the #ServeYourCity2017 campaign. Visit <http://www.coca-colaserveyourcity.com> to learn more about the program and how to get involved!"

LinkedIn: Post a blog sharing all of the unique ways your organization works to serve your local community year-round.

For downloadable social media assets please [click here](#).



2017 Communications Timeline

Use this timeline to promote the #ServeYourCity2017 initiative in your digital communications.

December 1, 2016

Begin marketing and promoting event. Send sample outreach email to board members, staff, donors, and other community partners to get them involved and encourage volunteer participation.

January 2, 2017 - February 18, 2017

Volunteer sign-up begins. Spread the word through targeted messages posted 1-2 times per week on all of your social media platforms. Remember to use the hashtag #ServeYourCity2017 and tag us on [Twitter](#) and [Facebook](#) so we can retweet and share your posts!

January 24, 2017

Send a brief email with a reminder about the #ServeYourCity2017 initiative, encouraging people to volunteer.

February 6, 2017

Publish a blog on LinkedIn about the importance of community service, and share how your organization works to serve your community year-round. Talk about the #ServeYourCity2017 campaign as a way to make a difference in 2017.

February 20, 2017

Send a final reminder email to your audience about the #ServeYourCity2017 initiative to encourage more volunteer sign-ups.

February 25, 2017

Post a photo on social media of your organization serving your local community during the #ServeYourCity2017 event.



General Info & Contact

About #ServeYourCity2017

Coca-Cola Consolidated has a long history of supporting our communities by empowering people to make a positive impact in their local area.

This year, on February 25, we invite organizations and individuals to participate in #ServeYourCity2017, a Day of Service encouraging people to come together to make a difference in their community. By pledging their time, talent, and treasure, volunteers will help choose the organization that has an opportunity to win a \$2,500 grant sponsored by Coca-Cola Consolidated.

To learn more about #ServeYourCity2017 organizations and volunteer opportunities, please visit <http://www.coca-colaserveyourcity.com>.

Questions or Ideas?

Feel free to get in touch:

Tiffany Ward
318-512-9176
Tiffany.Ward@ccbcc.com

You may also connect with us on [Facebook](#) and [Twitter](#).

