



SHARE OUR STRENGTH'S  
GREATAMERICAN  
**DINEOUT**  
NO KID HUNGRY

## THE GREAT AMERICAN DINE OUT TWEET-A-THON: HOW-TOS AND IDEAS

**What:** The first **Great American Dine Out Tweet-a-thon**

**When:** Monday, September 20, 2010  
9:00 a.m. to 9:00 p.m. EST

**Why:** To raise consumer awareness of Share Our Strength's Great American Dine Out and drive consumers to participating restaurants that are raising funds to help end childhood hunger in America.

**How:** Here are some ways you can participate:

- Check out Tweet-a-thon 101 <http://www.un-marketing.com/blog/2009/07/22/how-to-raise-money-on-twitter-tweetathon-101/>
- Set up a Twitter search column for #dineout and/or #nokidhungry and tweet about the Great American Dine Out (see Sample Tweets and points to cover if you're writing your own, below).
- Communicate your Great American Dine Out promotion details to your Facebook community.
- Attend the Great American Dine Out event on Facebook:  
<http://www.facebook.com/home.php?#!/event.php?eid=144881645528869&ref=ts>
- Give out gift cards, giveaways and prizes during the Great American Dine Out to people who help spread the word.
- Run a contest around the Great American Dine Out during the September 20 Tweet-a-Thon.
- Broadcast LIVE from your restaurant during the Tweet-a-Thon—these FREE services can help:
  - One restaurant: <http://www.ustream.tv/>
  - Multiple restaurants: <http://tinychat.com/>

### Sample Tweets:

Leading up to the Great American Dine Out event:

- Excited to be a sponsor of the #DineOut. Learn more & find a restaurant near you <http://ow.ly/2fhol>
- Help @ShareStrength make #NoKidHungry. Join the #DineOut 9/19-9/25. Details @ <http://ow.ly/2fhol>
- Save the Date! We're part of the #DineOut helping make #NoKidHungry, 9/19-9/25 <http://ow.ly/2fhol>

During the Great American Dine Out, September 19-25, 2010:

- Visit our restaurant this week for the #DineOut and help raise \$ for @ShareStrength & make #NoKidHungry <http://ow.ly/2fhol>
- We're proud to be a part of the Great American #DineOut. Visit our restaurants this week & support @ShareStrength!
- Get involved in the Great American #DineOut. Eat here tonight & help make #NoKidHungry!

### **Write Your Own Tweets:**

Work from these key points about the Great American Dine Out, Share Our Strength and childhood hunger.

- Share Our Strength® is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives where they live, learn and play.
- Over the course of a year, nearly 17 million children in America worry about when their next meal will come. That's almost one in four kids struggling with hunger. Yet, Share Our Strength® sees a future in which no child in America grows up hungry and has launched No Kid Hungry™, a national campaign to end childhood hunger in America by 2015.
- Through its No Kid Hungry Campaign™, Share Our Strength® makes sure that all of America's children have nutritious food where they live, learn and play.
- No Kid Hungry™ is about long-term change, the difference between just feeding a child today and making sure that no child in America ever goes hungry again.
- The Great American Dine Out is a national, week-long event that brings together thousands of restaurants and millions of consumers across the country to help raise funds to support Share Our Strength's No Kid Hungry Campaign™.
- From September 19 to 25, participating restaurants representing the entire industry will mobilize to help raise funds in a variety of ways to support Share Our Strength's No Kid Hungry Campaign™.
- Participating in Share Our Strength's Great American Dine Out® is an easy way for restaurants and consumers alike to help ensure no kid in America is hungry.
- When you dine out at a participating Great American Dine Out restaurant, you're supporting restaurants that are working with Share Our Strength® to end childhood hunger in America.
- Chef Aaron McCargo, Jr. of Food Network's *Big Daddy's House* returns as the official spokesperson for the 2010 Great American Dine Out.
- The Great American Dine Out is happening all across the U.S. and there are lots of ways to get involved. To find out more, visit [greatamericandineout.org](http://greatamericandineout.org).