

COVID-19 Fund for Restaurant Workers Flip It Challenge Toolkit

Thank you for helping us raise awareness and critical funding. We are committed to serving California's restaurant workers as we work together to overcome the COVID-19 pandemic. We are already awarding money directly to workers affected by this crisis and will continue to serve and help those who need it most. Together we will get through this.

Resources:

- Restaurants Care Website: www.restaurantscare.org
 - Facebook: crafoundation
 - Instagram: @restaurants_care
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The Challenge:

1. Video yourself flipping any food, item or dish
 - a. For example: pancake, quesadilla, hamburger patty, omelet, crepe...
 2. Feel free to dance and add your own personality and flair to your flip
 3. Bring your spouse and your family into the action if you'd like
 4. The challenge works when you tag and name three people to donate and participate
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For Social Posts:

Please remember to:

1. Tag Us: @restaurants_care
 2. Include #FlipForRestaurants #OurFoodFamily
 3. Share Restaurants Care posts – very important
 4. Tag fellow chefs and influencers in the content and the picture
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Instagram + Facebook Posts *Facebook you can keep the www.restaurantscare.org in your post
Images and logos available [HERE](#)

For Video – Suggested Script:

Hi, I'm (Name) from (restaurant name or city). I'm joining the Flip For Restaurants Challenge to raise money for Restaurants Care, an established relief fund for restaurant workers affected by COVID-19.

Today, I'm flipping (food/item/dish), (description of the item). Voila! Easy peasy!

I challenge (mention 3 people) to donate and flip! What are you going to flip for Restaurants Care?!

By coming together, we can make a difference. Please donate, any amount matters, and help our food family at restaurantscare.org or text RESTAURANTS to 91999. Thank you.

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Suggested Caption for Posts:

Option 1:

Watch me #FlipForRestaurants to support cooks, servers and dishwashers through the @Restaurants_Care relief fund. I challenge (tag 3 people) to donate and do their best flip to help our restaurant workers in need. You can text RESTAURANTS to 91999 to donate or visit restaurantscare.org to donate.

Option 2:

Can you flip with flair? I'm flipping my (food/item/dish) for @Restaurants_Care, an established relief fund for restaurant workers struggling due to COVID-19 closures. I'm challenging (tag 3 people) to #FlipForRestaurants to directly help cooks, servers and dishwashers who make dining out memorable. What are you going to flip? Please donate to RestaurantsCare.org or text RESTAURANTS to 91999 to help today.

Option 3:

Restaurants give generously to the community. Let's help the workers who make this possible. That's why I'm flipping my (food/item/dish) for @Restaurants_Care, an established relief fund for restaurant workers struggling due to COVID-19 closures. I'm challenging (tag 3 people) to #FlipForRestaurants to directly help cooks, servers and dishwashers. What are you going to flip? Please donate to RestaurantsCare.org or text RESTAURANTS to 91999 to help today.

General Talking Points:

- Restaurants Care gives emergency grants directly to restaurant workers in need.
- Restaurants Care Grants are for groceries, rent, utilities, gas – basic living needs
- With COVID-19 closures, restaurant workers are hit hard.
- Restaurants Care is a safety net for cooks, servers, dishwashers, bussers...those who make your dining experiences memorable
- Now, more than ever, let's come together to help restaurant workers impacted by COVID-19, our food family
- We all have our favorite restaurant and bar. The staff there are like friends and family to us. They are suffering now due to closures and restrictions because of the COVID-19 crisis. Let's come together and help them.
- Restaurants Care is a safety net for the most vulnerable in our restaurant community.
- Let's come together to serve those who make our restaurant experiences delicious and memorable, our food family.
- I've seen first-hand how COVID-19 is hurting my beloved food family and I ask you to donate.
- Restaurants Care helped hundreds of workers after the CA wildfires. We're here again during this crisis!