



# **2025 Communications/ Marketing Guide**

## **INTRODUCTION**

You don't need special training in fighting food insecurity to make a difference. You only need to identify a need and figure out how best to help fill it. Wyoming Hunger Initiative, the University of Wyoming Cent\$ible Nutrition Program, and Master Gardener program invite you to join the fight against food insecurity in Wyoming this season! When you commit to Grow A Little Extra for local anti-hunger organizations, everyone benefits.

This document has been created to assist you in marketing the Grow a Little Extra program in your community whether it is on social media, in your local newspaper, on radio, or on websites or through marketing materials. Use it for tracking distribution, hitting target dates, and making notes for program improvement.

The ultimate goal is to capture excess produce grown in communities across Wyoming and put it to good use in local anti-hunger organizations.

## KEY THINGS TO KEEP IN MIND

- All **SOCIAL MEDIA** images can be downloaded from the Wyoming Hunger Initiative website ([nohungerwyo.org/grow](http://nohungerwyo.org/grow)) at full resolution - they are formatted for Instagram and/or Facebook
  - » Suggested text is included below to accompany each graphic and the timeline in which is suggested that you post the corresponding graphic
  - » Feel free to personalize the text to meet your local community or program desired outcomes
  - » We encourage you to snap your own pictures as donations come in and post them. Not sure what to say? Check out the verbiage included below.
  - » Ask us about our **"I DONATED" SIGNS** that make for good social media content
- A link to the **PSA AND PRESS RELEASE TEMPLATES** are included on the website to be adjusted to fit the needs of your local community or program
  - » Feel free to utilize the verbiage and make it your own to get the word out about the Grow a Little Extra program
- The **ONE-PAGE OVERVIEW** can be downloaded off the website and used as a tool for talking points. It also makes a great printed or digital "leave behind".
- The 2025 Grow a Little Extra **POSTER** can be downloaded off of the website as well to be displayed wherever you see fit. Don't reinvent the wheel - we have you covered!

# SOCIAL MEDIA 1 of 8

**DATE** March-April

**CHANNEL** Facebook, Instagram

**COPY** We might be still waiting on spring to finally arrive, but the time to grow is almost here! This year, join the fight against hunger by Growing a Little Extra!

Pick up free seeds from your county UW Extension office, or plant your favorite seeds, then plan to grow a little extra to donate to hunger relief organizations in your community.

## GRAPHIC

The graphic is a vertical rectangular poster. At the top, there are six seed packet images arranged in two rows of three. The packets are for: PROVIDER GREEN BEAN, GATEWAY CUCUMBER, GIPSY SWEET PEPPER (top row); and ARISH PASTE TOMATO, HONEY BEAR ACORN SQUASH, SUNANGEL SPINACH (bottom row). Each packet has the 'GROW A LITTLE EXTRA' logo. Below the packets, on the left, is a large text box with the message: 'Help us plant the seeds now to fight hunger in Wyoming.' The text is in a mix of black, orange, and green. At the bottom left of this box is the URL 'nohungerwyo.org/grow'. On the right side of the graphic, there are three logos stacked vertically: the University of Wyoming Extension logo, the 'master gardener' logo, and the 'CentSible Nutrition Program' logo. At the very bottom right is a logo for 'WYOMING HUNGER RELIEF' featuring a crossed fork and spoon. The hashtag '#307growextra' is at the bottom right.

**GROW A LITTLE EXTRA**  
WYOMING HUNGER RELIEF

PROVIDER GREEN BEAN  
GATEWAY CUCUMBER  
GIPSY SWEET PEPPER  
ARISH PASTE TOMATO  
HONEY BEAR ACORN SQUASH  
SUNANGEL SPINACH

**Help us plant the seeds now to fight hunger in Wyoming.**

[nohungerwyo.org/grow](http://nohungerwyo.org/grow)

**#307growextra**

UNIVERSITY of WYOMING  
Extension

master gardener

CentSible Nutrition Program

WYOMING HUNGER RELIEF

**NOTES** \_\_\_\_\_

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# SOCIAL MEDIA 2 of 8

**DATE** March-April

**CHANNEL** Facebook, Instagram

**COPY** You don't need special training to help end hunger in Wyoming. With a little soil, some seeds, and time, you can help put food within reach for neighbors facing hunger. Pick up free seed at your local University of Wyoming Extension Office or use your own to Grow a Little Extra this summer!

Visit [nohungerwyo.org/grow](http://nohungerwyo.org/grow) to learn more!

## GRAPHIC



**Calling all gardeners!**

*Growing a little extra can mean a lot, when it comes to fighting hunger in Wyoming.*

[nohungerwyo.org/grow](http://nohungerwyo.org/grow)

**GROW**  
A LITTLE EXTRA  
WYOMING HUNGER INITIATIVE

UNIVERSITY of WYOMING  
Extension

master gardener

CentSible Nutrition Program

WYOMING HUNGER INITIATIVE

#307growextra

**NOTES** \_\_\_\_\_

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**SOCIAL MEDIA** 3 of 8

**DATE** May-June

**CHANNEL** Facebook, Instagram

**COPY** Ready. Set. Grow a Little Extra! Now's the time to get your garden going. Make a plan to grow a little extra and join the fight to end hunger in Wyoming.

Worried about when to plant? Ask your UW Extension office when you stop by to pick up free seeds. Gardening and growing a little extra is a great way for everyone to be involved in a solution to hunger!

Visit [nohungerwyo.org/grow](http://nohungerwyo.org/grow) to learn more!

**GRAPHIC**



**NOTES** \_\_\_\_\_

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# SOCIAL MEDIA 4 of 8

**DATE** May-June

**CHANNEL** Facebook, Instagram

**COPY** Calling all Wyoming gardeners! We need your green thumbs to Grow a Little Extra. Wyoming Hunger Initiative, the University of Wyoming Extension Cent\$ible Nutrition Program, and Master Gardener program invite you to join the fight against food insecurity in Wyoming this season!

Visit [nohungerwyo.org/grow](https://nohungerwyo.org/grow) to learn more!

## GRAPHIC

**GROW**  
A LITTLE EXTRA  
WYOMING HUNGER INITIATIVE

UNIVERSITY  
of WYOMING  
Extension

master  
gardener

Cent\$ible  
Nutrition  
Program

WYOMING  
HUNGER  
INITIATIVE

It's more than planting seeds.  
It's about **fighting hunger**  
and **planting hope** for our  
Wyoming neighbors in need.

[nohungerwyo.org/grow](https://nohungerwyo.org/grow)

#307growextra

**NOTES** \_\_\_\_\_

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## SOCIAL MEDIA 5 of 8

**DATE** June-August

**CHANNEL** Facebook, Instagram

**COPY** Calling all gardeners! This summer, join First Lady Jennie Gordon's Wyoming Hunger Initiative, the Cent\$ible Nutrition Program, and the University of Wyoming Extension for the fourth year of Grow a Little Extra. Join us in growing a little extra to donate fresh produce to local anti-hunger organizations that support our neighbors facing food insecurity.

Stop by your local Extension office to pick up your free seeds and/or to donate extra from your garden harvest. Contact your local CNP educator to learn more at [nohungerwyo.org/grow!](http://nohungerwyo.org/grow!)

### GRAPHIC



**Growing and giving.**  
With strong partnerships,  
we can end hunger in  
Wyoming, together.

[nohungerwyo.org/grow](http://nohungerwyo.org/grow) #307growextra

**NOTES** \_\_\_\_\_

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**SOCIAL MEDIA** 6 of 8

**DATE** July-August

**CHANNEL** Facebook, Instagram

**COPY** Do you have extra in your garden? Donate it! Grow a Little Extra is in full swing and as a result, thousands of pounds of fresh produce are being donated to local anti-hunger organizations statewide. Visit [nohungerwyo.org/grow](http://nohungerwyo.org/grow) to learn how you can make a difference in your local community. Thank you for joining the fight!

**GRAPHIC**



**NOTES** \_\_\_\_\_

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# SOCIAL MEDIA 7 of 8

**DATE** August-September

**CHANNEL** Facebook, Instagram

**COPY** Ending hunger in Wyoming takes all of us, and gardeners, you can make a difference! Donate your extra harvest and be part of the solution through Grow a Little Extra. Contact your local CNP educator to learn more at [nohungerwyo.org/grow](http://nohungerwyo.org/grow)!

Grow a Little Extra was launched to encourage people in Wyoming to grow a little extra in their garden and donate that produce to support anti-hunger organizations locally. We didn't invent anything new here but rather provided a platform to make donating easy and worthwhile.

## GRAPHIC

**At harvest time,**  
contact your county University  
of Wyoming Extension office  
for produce drop-off locations.

[nohungerwyo.org/grow](http://nohungerwyo.org/grow) #307growextra

**NOTES** \_\_\_\_\_

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# SOCIAL MEDIA 8 of 8

**DATE** July-September

**CHANNEL** Facebook, Instagram

**COPY** Not all superheroes wear capes. Some carry gardening tools. Now is the time to donate your extra garden harvest!

Connect with your local University of Wyoming Extension office to donate extra produce that will in turn be donated to local anti-hunger organizations statewide. We are fighting hunger, one fresh vegetable at a time! Visit [nohungerwyo.org/grow](http://nohungerwyo.org/grow) to learn more!!

## GRAPHIC



**NOTES** \_\_\_\_\_

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I DONATED SIGNS 24" x 10"



**GROW**  
**A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE





**I donated.**

Together we can end hunger in Wyoming. [nohungerwyo.org](http://nohungerwyo.org)

NOTES

PSA and PRESS RELEASE



**GROW A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE

**GROW A LITTLE EXTRA April-May 2025 – Radio PSA**


Calling all gardeners! This summer, join First Lady Jennie Gordon's Wyoming Hunger Initiative, the CentSible Nutrition Program, and the University of Wyoming Extension for the fifth year of **Grow a Little Extra**.

We invite you to join us in growing a little extra to donate fresh produce to local anti-hunger organizations that support our neighbors facing food insecurity. Stop by your local **UW Extension office** at \_\_\_\_\_ Address \_\_\_\_\_ in \_\_\_\_\_ Town \_\_\_\_\_ to pick up your free seeds and/or to donate extra from your garden harvest.

Contact me, \_\_\_\_\_ Name \_\_\_\_\_, your local CentSible Nutrition Program educator at \_\_\_\_\_ Phone \_\_\_\_\_ or \_\_\_\_\_ Email \_\_\_\_\_ for more information!



Wyoming Hunger Initiative is the official initiative of Wyoming's First Lady, Jennie Gordon and is governed by the Board of Directors of the Wyoming Governor's Residence Foundation, a registered 501(c)(3) nonprofit organization.



**GROW**  
**A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE





**For Immediate Release:**  
*Today's Date*

**Grow A Little Extra Project Kicks Off for Fifth Year in [XXXX] County**

**[TOWN], WYO**– The fifth year of Grow a Little Extra is kicking off in [county name] with free seeds available at the [County Name] Extension Office. CNP educator, [name], and UW Extension educator, [name], will coordinate Grow a Little Extra efforts in the area, including accepting produce donations, weighing them, and distributing them to local anti-hunger organizations. In [town name], Grow a Little Extra donations will go to [list agency names].

The Grow a Little Extra project encourages **home gardeners** to "grow a little extra," existing **community gardens** to dedicate one or two sections to growing food specifically for donation, and **churches or community organizations** who want to start a new garden to grow food for the community. Grow a Little Extra is a collaborative effort between First Lady Jennie Gordon's Wyoming Hunger Initiative, the University of Wyoming Extension and the CentSible Nutrition Program.

In 2024, the Grow a Little Extra partnership donated over 40,000 pounds of produce to anti-hunger organizations in the state. Fresh produce is difficult and costly for the food pantry system to procure, and this project encourages people from across the state to participate in this Wyoming solution to hunger.



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NOTES

## ONE PAGE OVERVIEW

8.5" x 11"

**They say gardening feeds the soul.  
It can also feed neighbors in need.**

**GROW A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE

**OUR PARTNERS**

UNIVERSITY OF WYOMING Extension  
Master Gardener  
Cent\$ible Nutrition Program  
WYOMING HUNGER INITIATIVE

**LEARN MORE**

Scan to learn more about Grow A Little Extra

In addition to **Grow A Little Extra** and the other core programs, there are more Wyoming Hunger Initiative programs, campaigns, and events that benefit those in need in Wyoming. None of this could be accomplished without the efforts of various anti-hunger organizations and the generosity of our sponsors, volunteers, and donors.

**Together, we can end hunger in Wyoming. [nohungerwyo.org](http://nohungerwyo.org)**

**WYOMING HUNGER INITIATIVE**  
5001 Central Ave., Cheyenne WY 82009 • (307) 777-2398

Wyoming Hunger Initiative is an official initiative of the state, given support and is governed by the Board of Directors of the Wyoming Extension Resource Foundation, a registered 501(c)(3) nonprofit organization.

## POSTER

11" x 17"

**They say gardening feeds the soul.  
It can also feed neighbors in need.**

**GROW A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE

#307growextra

Scan to learn more about Grow A Little Extra or visit [nohungerwyo.org](http://nohungerwyo.org)

Get free seeds at your local UW Extension office, or grow and donate your own favorite crop!

Join gardeners across Wyoming to Grow a Little Extra this year and join the fight against food insecurity! By setting aside extra space in your garden, you can provide much-needed produce to local food pantries and anti-hunger organizations in your area.

**Together, we can end hunger in Wyoming.**

**GROW A LITTLE EXTRA**  
WYOMING HUNGER INITIATIVE

UNIVERSITY OF WYOMING Extension  
Master Gardener  
Cent\$ible Nutrition Program  
WYOMING HUNGER INITIATIVE

## NOTES

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## NOTES

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**Questions?** Please email Wyoming Hunger Initiative at [info@nohungerwyo.org](mailto:info@nohungerwyo.org) or the Cent\$ible Nutrition Program at [cnp-info@uwyo.edu](mailto:cnp-info@uwyo.edu)