

HARVEST 2020 PARTNER SOCIAL MEDIA TOOLKIT

#PHSHarvest2020



What is Harvest 2020?

Harvest 2020 was created to address the 11% of households in the Greater Philadelphia region – this means access to healthy, fresh food is a daily problem.

This rate is expected to double as a result of the COVID-19 pandemic. Many food pantries are already experiencing a [30-50% increase](#) in demand.

This growing season, the Pennsylvania Horticultural Society (PHS) will work with partners throughout the region to mobilize at least 100,000 gardeners to increase their food production, to share with their families, their communities, and local food pantries through Harvest 2020.

At PHS, we believe that you do not need to be an expert gardener or have a backyard in order to take part. We have worked hard to make it easy for those interested to commit, by putting together educational resources, programs and guides, to help everyone locate the resources they need to join us and get gardening.

Please use this toolkit to help us spread the word and invite your friends, neighbors and your community to join #PHSHarvest2020.



Logos: [Download here](#)

Video: [Youtube Link](#)

Website: PHSONline.org/harvest2020

Facebook: @PHSGardening

Twitter: @PHSGardening

Instagram: @PHSGardening

Youtube: Youtube.com/PHSGardening

LinkedIn: @PennsylvaniaHorticulturalSociety

Hashtag: #PHSHarvest2020

Sample Posts

- The time to GROW is now. The time to SHARE is always. @PHSGardening announces its new initiative, Harvest 2020, calling on 100,000 people to grow food for themselves and others. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>
- [Your company's name] is proud to support @PHSGardening Harvest 2020: a collaborative of gardeners, neighbors and friends who will grow more food this harvest season for themselves and their communities. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>
- Together with @PHSGardening, we are asking our communities to dig in and plant more food/crops this season with extra to share. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>
- Everyone deserves access to grow and eat fresh food. Support #PHSHarvest2020 with your gift today. Your donation will provide seedlings and tools to support people in underserved communities to grow and share food in their communities. Give to #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>

Sample Post for Retail & Wholesale Garden Centers



- We are proud to support @PHSgardening Harvest 2020: a coalition of gardeners, neighbors and friends who will grow more food this harvest season for themselves and their community. At [your company's name], we can help you find all the gardening tools you need to start gardening. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>
- We are proud to support @PHSGardening and Harvest 2020 as a retail partner. When you shop with us, you can access all the tools and plants you need to grow and share food. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>

Sample Posts for Food Distribution Partners/Food Pantries

- We are proud to support @PHSGardening and Harvest 2020 as a food distribution partner. PHS is calling on 100,000 people to grow food for themselves and to give to others this harvest season. PHS can help you get started. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>
- BE A PART OF PHS HARVEST 2020. Grow food in your garden for yourself, for your community, or for your local food bank. Join #PHSHarvest2020 today. → <https://bit.ly/2WOfRGt>

About PHS

The Pennsylvania Horticultural Society, an internationally recognized nonprofit organization founded in 1827, plays an essential role in the vitality of the Philadelphia region by creating healthier living environments, increasing access to fresh food, growing economic opportunity, and building deeper social connections between people. PHS delivers this impact through comprehensive greening and engagement initiatives in more than 250 neighborhoods; an expansive network of public gardens and landscapes; year-round learning experiences; and the nation's signature gardening event, the Philadelphia Flower Show. PHS provides everyone with opportunities to garden for the greater good as a participant, member, donor, or volunteer. For information and to support this work, please visit PHSonline.org.

For questions contact



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