



Fruits & Veggies—More Matters Role Model and Champion Criteria

Submit your application to ImaRoleModel@pbhfoundation.org
by **January 5th** for the previous year's work



The following criteria must be met for consideration as a Fruits & Veggies—More Matters Industry Champion or Role Model. Please provide examples, including photos, with your application submission.

- 1. Support PBH through a minimum annual contribution of \$1,500**
(Must maintain active membership for the entire year)
- 2. Support Fruits and Veggies—More Matters through brand logo use:**
(Only need to meet 1 criteria for consideration as a Champion or Role Model — whichever is most applicable to your organization)

Place Fruits & Veggies—More Matters logo on an edible product that meets PBH's Products Promotable criteria

Place Fruits & Veggies—More Matters logo on a non-edible product and/or services

- 3. Amplify the Fruits & Veggies—More Matters brand through messaging:**
(Integrate FVMM logo/brand messages in 1 criteria for consideration as a Champion; 2+ for Role Model)

Advertising

Public relations

Speaking platforms

Promotional materials

- 4. Promote and amplify the Fruits & Veggies—More Matters website, Facebook page and/or Twitter handle through industry digital channels:**
(Only need to meet 1 criteria for consideration as a Champion or Role Model)

Link to FruitsAndVeggiesMoreMatters.org

Copy/text about Fruits & Veggies—More Matters on web site

Some additional criteria must also be met for Role Model consideration as listed on the following page.





Additional criteria for consideration as a Role Model:

5. Help Spread the word about Fruits & Veggies—More Matters on Social Media:

(Meet 1 criteria for consideration as a Champion; 2+ for Role Model)

Retweet/repost Fruits & Veggies—More Matters social media messaging

Blog about Fruits & Veggies—More Matters information, recipes and/or tips

Join and/or promote Fruits & Veggies—More Matters monthly Twitter parties

6. Expand Fruits & Veggies—More Matters message to additional media forms:

(Meet 1 criteria for consideration as a Role Model)

Magazines

Consumer brochures

Broadcast

7. Help spread the word about PBH and Fruits & Veggies—More Matters:

(Meet 2 criteria for consideration as a Role Model)

Introduce PBH to your partners and/or clients

Actively try to recruit new donors for PBH

Place Proud Supporter sign at your booth for Tradeshows you attend

8. Enhanced PBH involvement:

(Meet 2 criteria for consideration as a Role Model)

Support PBH through a sponsorship (Supermarket RDs at Fresh Summit, Twitter Party, *Consumer Connection* Conference, Health Influencer Webinar, etc.)

An active PBH Board of Trustees member (Annual contribution of \$10,000+)

Serve on a PBH committee or task force

Attend PBH's Annual Conference: *The Consumer Connection*

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