

An Introduction to:

ellen & Cheerios

One Million Acts of GOOD



welcome

- 1 Encourage students to share their volunteer experiences, and other acts of kindness, using #OneMillionActsOfGood.
- 2 Create a custom hashtag for your school to be used along with #OneMillionActsOfGood so you can note good deeds on your own campus. Then ask students to post using both. IE: *"Clothing drive all week. Donation boxes in Admin building. #DukeDoesGood #OneMillionActsOfGood"*
- 3 Host a turn-key MATTERbox volunteer event, resulting in 300 MATTER snack boxes packed with healthy, shelf-stable snacks and nutrition education for a community in need. The instructional and promotional assets you need to host this event, as well as pallet ordering details, are included in this guide. Don't forget to tag your post using the hashtag suggestions above.

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One Million Acts
of
GOOD

instructions

Estimated Time: 2 hours | Quantity: 300 MATTERboxes | Event Volunteers: Minimum of 4

1 Event Materials

What's included on your MATTERbox pallet:

630	Cheerios Packs (9 Cases)	10	White MATTERboxes (10x10x10)
648	Nature Valley Bars (9 Cases)	1	Brown MATTERbox (20x16x9)
600	WOW Nut Butter (6 Cases)	9	Scotch Tape rolls
624	Applesauce (13 Cases)	10	Pens
650	Stickers (2 Rolls)	2	Box cutters
630	Education inserts (1 Pack)	1	Pallet
600	Plastic Bags (7x9)	1	Gaylord shipping box
600	YOU MATTER Notes	1	DIY Playbook
300	Orange MATTERboxes (3x3x9)	1	Pallet Wrap Roll
		8	T-Shirts

What's not included:

2	Tables (6ft or 8ft)	1	Cardboard/Trash Receptacle
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2 Pick a space

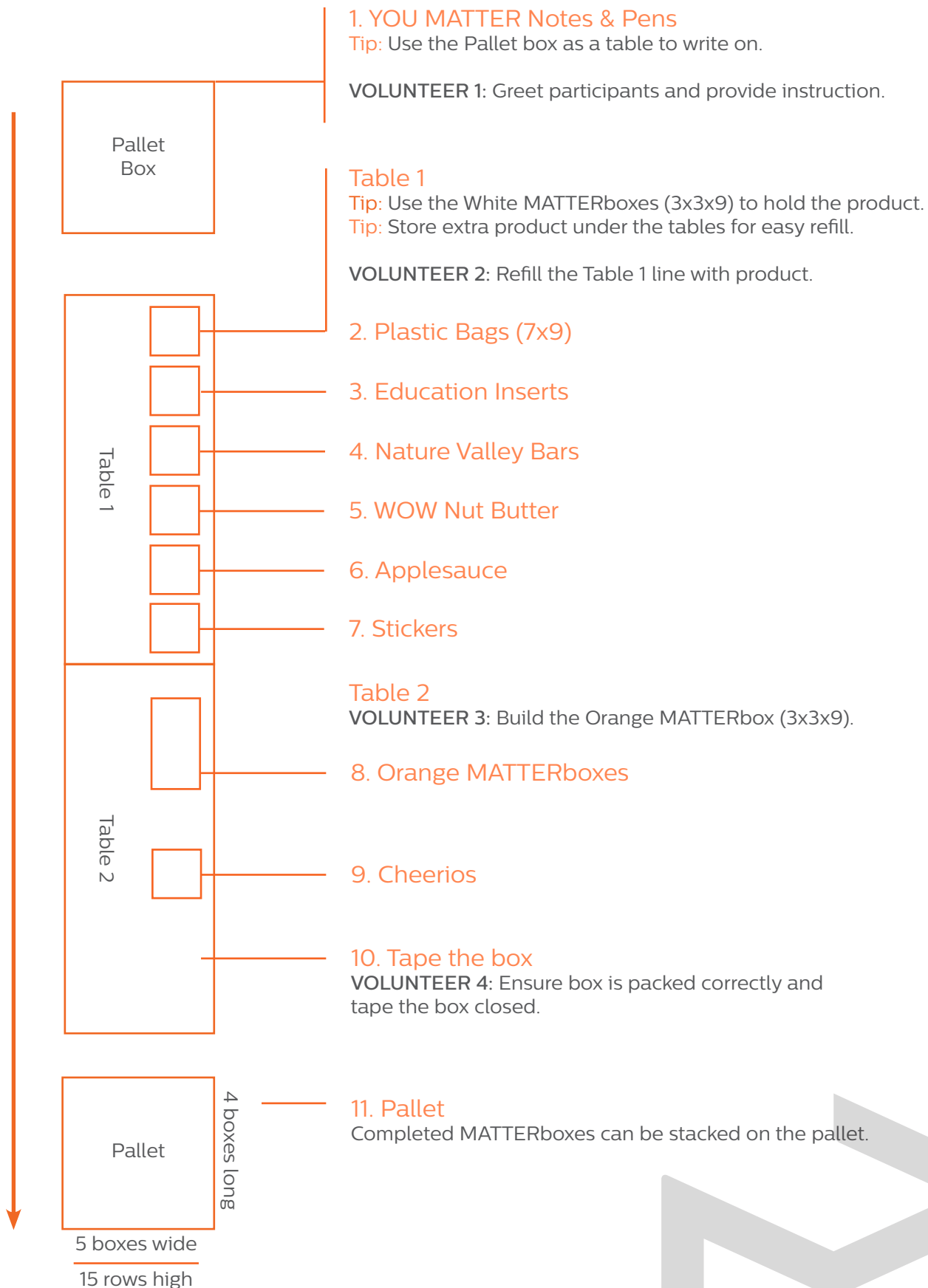
What to look for:

- High traffic area to ensure maximum participation.
- Size: Approximately 25ft x 15ft
- Access to loading dock to transfer pallet of event materials.

3

Set up your line

PARTICIPANTS



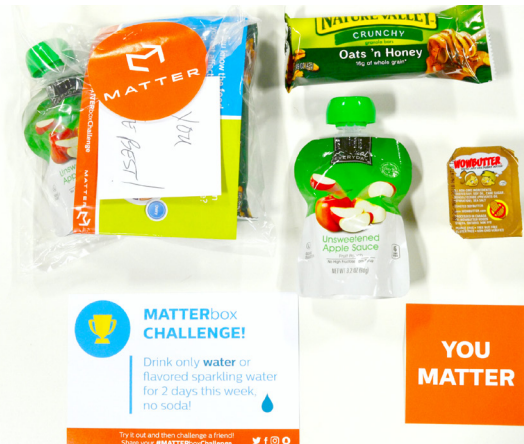
4 Pack your **MATTER**box



Participant starts by writing (2) YOU MATTER Notes of encouragement.

Participant makes (2) GoFuel Packs made up of:

- 1 YOU MATTER Note
- 1 Educational Insert
- 1 Nature Valley Bar
- 1 WOW Nut Butter
- 1 Applesauce
- 1 Sticker to seal bag.



Participant places (2) GoFuel Packs in a MATTERbox along with (2) Cheerios packs.

Participant stacks completed MATTERbox on the pallet.



5 Give your **MATTER**box



MATTERboxes are used in schools, after-school programs, sports camps, clinics and hospitals as a way to activate healthy eating for kids and families!

Do you have a community partner that could use the MATTERboxes?

If not, please reach out to us to help connect you with a partner:

Karen@matter.ngo

6 Share your experience!

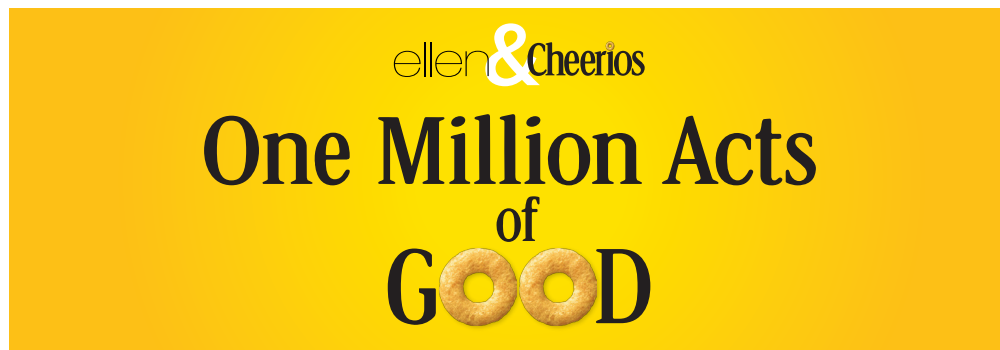
Nothing is more powerful to a story than when it becomes your own. Throughout your experience, take photos, videos, boomerangs, slow-motion, dramatic action shots, you get the idea!

Share them out across social using [#OneMillionActsOfGood](#) & [#MATTERnation](#) and/or email them to: media@matter.ngo

[@MATTER_ngo](#)



resources



BANNER



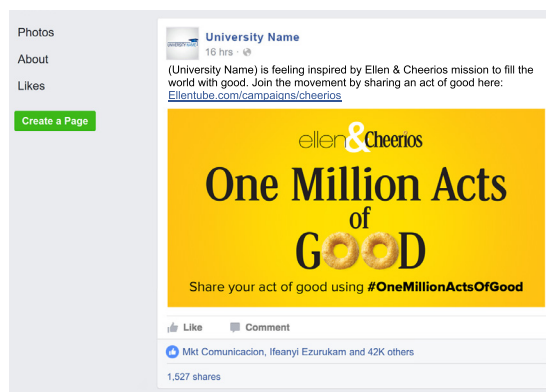
POSTER



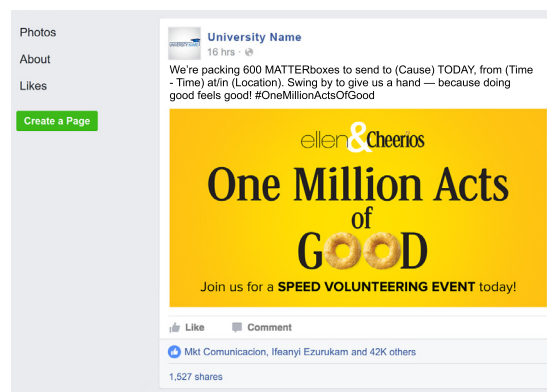
DIGITAL SCREENS
(VERTICAL)



DIGITAL SCREENS
(HORIZONTAL)



SOCIAL POST
(GENERIC)



SOCIAL POST
(MATTERbox CENTRIC)

Video Tutorials and Resources: www.matter.ngo/MATTERboxDIY