

Food Banks
Canada



STRONGER TOGETHER
TOUS ENSEMBLE

TEACHING NOTES

For educational use, here are a few probing topics for further discussion:

QUESTION 1

Prior to planning the event Insight Productions got four major networks to sign on. What information do you think would have been critical to include in the initial proposal?

QUESTION 2

What factors need to be considered when planning a social media strategy for an event with such a quick turn around?

A. How would your strategy differ from a regular social media plan?

QUESTION 3

From a communications perspective, how would you advise your organization to address the system failure, due to the influx in donations?

A. Should this have been avoidable? Why or why not?

B. Does this reflect badly on the networks involved? Why or why not?

QUESTION 4

What would be important to consider regarding the reputation of a celebrity before allowing them to participate in an event such as Stronger Together?

QUESTION 5

Using the [Food Banks Canada website](http://www.foodbanks.ca) as a resource, find three factors you feel contributed to the organization being the selected charity for this partnership?

A. What commonalities does Food Banks Canada share with the Canadian Red Cross, allowing ArtistsCAN to join this initiative for the finale?