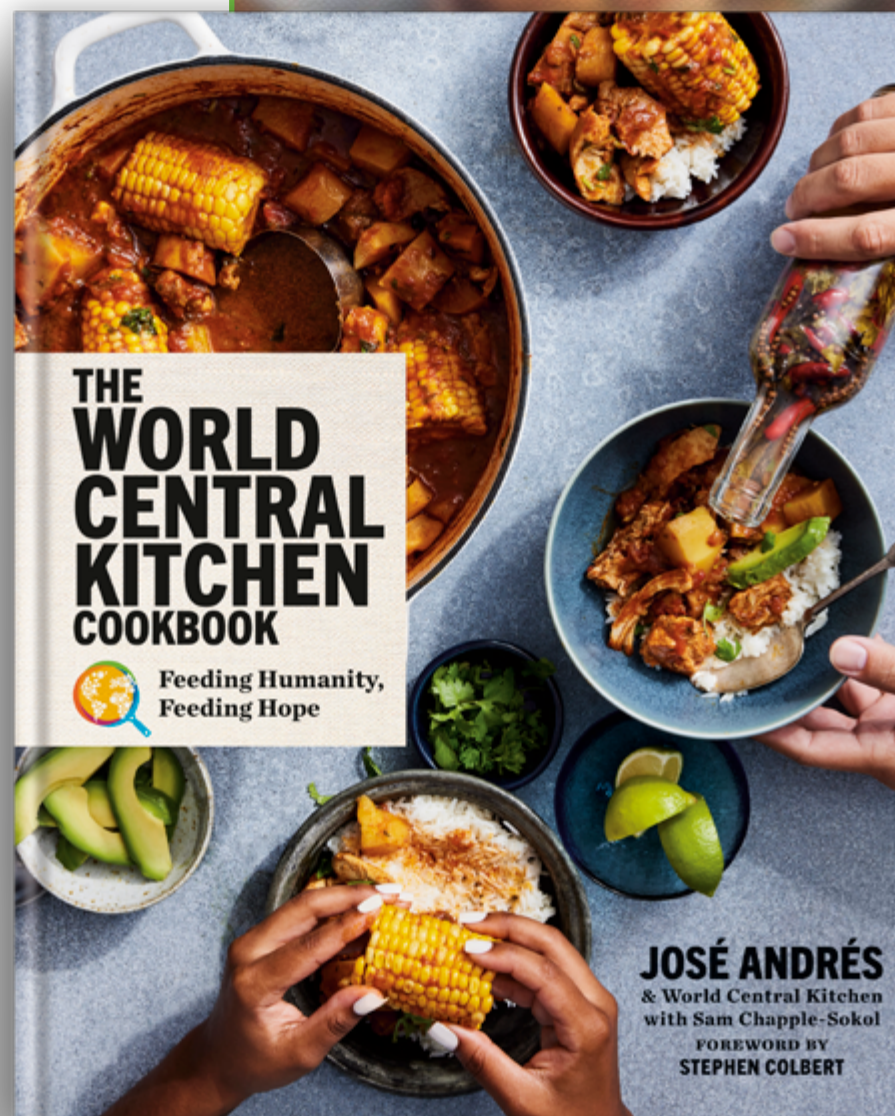


## COOKBOOK TOOLKIT

*The World Central Kitchen Cookbook: Feeding Humanity, Feeding Hope* is a captivating collection of stories and recipes from renowned chefs, local cooks, friends of WCK, and Chef José Andrés. It is a celebration of dignity and perseverance—and about building longer tables, not higher walls.

The WCK cookbook is a tool to bring your community together over a meal. We believe that good food provides not only nourishment, but also comfort, hope, and an opportunity to connect and learn from one another.

This toolkit is designed to provide you with all the necessary information and resources to create a memorable event that brings your community together, celebrates the cookbook, and even raises funds for WCK.



AVAILABLE 9.12.2023



[WCK.ORG/COOKBOOK](https://wck.org/cookbook)

# PLANNING YOUR EVENT

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## Choose A Purpose

Decide on the goal and purpose of your event. Here are some ideas:

- Connecting with friends and family for a fun evening with loved ones who share your love of good food.
- Introducing World Central Kitchen to your community, while sharing your drive to make a difference through the power of food.
- Raising funds to share your commitment to providing meals in times of crisis.

Our team is happy to help you design an event that is fun and meaningful—email [events@wck.org](mailto:events@wck.org) if you need support!

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## Select a Format

We are amazed and inspired by the many ways WCK's supporters bring awareness to our mission and we welcome you to create your own experience that is meaningful to you and your community. Below are a few suggestions to get you started!

- **Dinner at home** - cooked by you for your loved ones.
- **Potluck meal** - each guest prepares their favorite dish from the book, or inspired by one of the chapters. As José says, it's we the people, not I the person!
- **Book club** - come ready to discuss the book, or focus on a specific chapter's theme (see Conversation Starters on the next page).
- **Friendly competition** - challenge your friends to create a meal inspired by one of the values outlined in the book (more below!).

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## Pick A Date

Select a date for your event that works best for you and your community. We encourage you to consider a date close to the cookbook launch to capitalize on the excitement. *The World Central Cookbook: Feeding Humanity, Feeding Hope* will be available on September 12.

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## Plan The Menu

The cookbook is omnivorous, offering a variety of meat, fish, and vegetarian recipes. We encourage your menu to include either dishes from the cookbook or dishes that reflect the spirit and themes represented in the book. Choose dishes that speak to your story, community, or ingredients that hold special meaning to you.

# PLANNING YOUR EVENT

## Conversation Starters

Each of the seven chapters of *Feeding Humanity, Feeding Hope* represents a value World Central Kitchen holds as we bring meals to people following a disaster:

### EMPATHY

### URGENCY

### ADAPTATION

### HOPE

### COMMUNITY

### RESILIENCE

### JOY

Centering a discussion around these values will encourage thoughtful conversation for your guests—below are some questions to inspire meaningful connection.

If caring for a friend, neighbor, or stranger going through a hard time, what dish would you make to share that empathy and love?

How can food help us better understand each other?

Share a story of something someone did for you that gave you hope during a difficult time.

“

What were some of your favorite dishes prepared by family or friends to share at holidays when you were younger? What of these traditions have you carried on throughout your life?

”

What is a special meal or treat that helps rejuvenate you? Describe how it makes you feel.

What are things you can do in your community to help bring joy to people having a tough time (and feel free to think creatively!)? This can be a friend going through grief, or volunteering through local organizations helping to feed families in need.



## Cookbook Graphics

We've created the following graphics that you can use during your event and to bring others into the conversation about how we can, together, use the power of food to change the world.

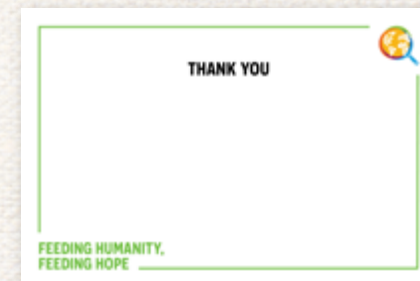
Assets are available to  
download [here](#).



**EVENT MENU**  
Let your guests know  
what to expect!



**TABLETOP AND EASEL-SIZED  
EVENT SIGNAGE**  
Add some context and fun visuals to your event!



**THANK YOU NOTE**  
Share your gratitude following  
your event!

## Giveaways and Gifting

By providing your attendees with a copy of the cookbook, you not only offer them an opportunity to explore the flavors and stories within *Feeding Humanity, Feeding Hope*, but also contribute to the mission of World Central Kitchen. All author proceeds support WCK.

The WCK cookbook is also a great vehicle to use as a raffle or giveaway item at your event or fundraiser. This offering is a great way to share WCK's story beyond your event or fundraiser while also helping fuel our efforts. Books are available for purchase at [wck.org/cookbook](http://wck.org/cookbook).

## Donate to WCK

WCK's work is made possible by donations of all sizes. If you'd like to support our work around the world you can do so by: visiting [here](#) to make a one-time donation, or become a monthly donor.

# SHARE ON SOCIAL

We invite you to share stories of the dish you cook, your favorite recipe, or a story of hope on social media. Don't forget to tag @WCKitchen in your posts so we can see them, too!

Here's some suggested language to get you started, but feel free to make it your own!

Social assets available for download [here](#).



## Copy for Facebook

I am so excited about the incredible cookbook *Feeding Humanity, Feeding Hope* from @World Central Kitchen! It is such a beautiful collection of recipes and stories from chefs and local cooks from many of the places WCK has been. *The World Central Kitchen Cookbook: Feeding Humanity, Feeding Hope* is a special celebration of community, perseverance, and hope—I can't wait to keep reading! #WCKCookbook

Learn more: [WCK.org/cookbook](https://wck.org/cookbook)

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Learn more: [WCK.org/cookbook](https://wck.org/cookbook)

This recipe for [\[whatever you've made\]](#) from *The World Central Kitchen Cookbook: Feeding Humanity, Feeding Hope* is delicious! [\[Share your favorite things about the recipe, whether it's about the food, the story, or both!\]](#) I am so excited to try more of these recipes from @World Central Kitchen! #WCKCookbook

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## Copy for Instagram

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## Copy for Twitter

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