

# ngaf NATIONAL GROCERS ASSOCIATION FOUNDATION

## NGA Foundation Awareness Week Social Media Toolkit






Thank you for your dedication and being an NGA Foundation Awareness Week Ambassador! We have created a social media toolkit to help inspire your posts to spread awareness about the important work we are doing on behalf of the independent grocery industry.

Each day during NGA Foundation Awareness Week, we will be focusing on a programmatic pillar: Diversity & Inclusion, Industry Promotion, Student Programs, Leadership Development, and Technical Assistance.




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## Social Media Images for Your Posts

-  [I'm proud to support the NGA Foundation 1](#)
-  [I'm proud to support the NGA Foundation 2](#)
-  [NGA Foundation Awareness Week overview](#)

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## Leading Up to NGA Foundation Awareness Week

 Save the Date! #NGAFAwarenessWeek begins next week on July 10! Join me as our industry celebrates the important work the NGA Foundation does each day to support the future of the independent grocery industry!

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## July 10 - Diversity & Inclusion



In 2021, Charles Choi, Managing Director of Long Island, N.Y.-based Fruit Tree Farm, received the first PepsiCo Diversity in Leadership Scholarship, which covered the cost for the the second-generation family grocer to attend the Executive Leadership Development Program (ELDP).

Last year, Latasha Woodard, Vice President and District Manager at the Texas-based Brookshire Grocery Co. received the PepsiCo Diversity in Leadership Scholarship to attend ELDP

Edwin "Nino" Vazquez, District Manager with Wakefern's Price Rite Marketplace banner, is the recipient of this year's PepsiCo Diversity in Leadership Scholarship.

 The NGA Foundation is committed to helping elevate and develop women and diverse individuals in the independent grocery industry. I'm proud to support these efforts! Learn more and get involved: [www.ngafoundation.org](http://www.ngafoundation.org) #NGAFAwarenessWeek

👉 Increasing diversity, equity, and inclusion aids in employee retention and ensures retailers can best serve their communities. The NGA Foundation is committed to creating a more diverse and inclusive independent grocery industry. You can learn more about the important work they are accomplishing here:

[www.ngafoundation.org](http://www.ngafoundation.org)

#NGAFAwarenessWeek

👉 I'm proud to support the NGA Foundation during #NGAFAwarenessWeek as they continue to ensure a thriving independent grocery industry for years to come. Consider a contribution today to help the NGA Foundation reach 100 individual donations this week! Contribute here:

[www.ngafoundation.org](http://www.ngafoundation.org)

#NGAFAwarenessWeek

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## July 11 - Industry Promotion

👉 The NGA Foundation communicates the importance of the independent grocery industry to support recruitment and retention and ensure grocers have access to qualified candidates to strengthen their teams. During #NGAFAwarenessWeek, I'm proud to support the future of our industry. Learn more: [www.ngafoundation.org](http://www.ngafoundation.org)

#NGAFAwarenessWeek

👉 The NGA Foundation Career Center was launched in 2019 as a resource for employees and job seekers. It has information on new careers in grocery retail and employment opportunities at all levels of the grocery industry. Learn more about this incredible resource:

[www.ngafoundation.org](http://www.ngafoundation.org)

#NGAFAwarenessWeek

👉 The NGA Foundation provides job postings for NGA member companies, educational content for job seekers, and promotional tools - this is all made possible by NGA Foundation Donors. We need your help to continue these efforts - please consider making a donation today:

[www.ngafoundation.org](http://www.ngafoundation.org)

#NGAFAwarenessWeek

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#NGAFAwarenessWeek

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## July 12 - Student Programs



👉 During #NGAFAwarenessWeek, I'm proud to support the NGA Foundation's programs to help today's students become tomorrow's leaders in the independent grocery industry! Student programming is supported by the Asparagus Club and encompasses scholarships, mentoring, the NGA Foundation Student Case Study Competition, and additional opportunities at The NGA Show. You can learn more here: [www.ngafoundation.org](http://www.ngafoundation.org)

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#NGAFAwarenessWeek

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## July 13 - Leadership Development



👉 On Day 4 of #NGAFAwarenessWeek, we are recognizing Leadership Development, an important part of the NGA Foundation's mission to strengthen the independent grocery industry. You can learn more about these important efforts here: [www.ngafoundation.org](http://www.ngafoundation.org)

👉 Each year, The NGA Foundation partners with PepsiCo to offer the Executive Leadership Development Program (ELDP) at Cornell University. The four-day program includes a mix of interactive leadership instruction and personalized coaching by respected academics and industry leaders. On day 4 of #NGAFAwarenessWeek, I'm proud to support the NGA Foundation's efforts to help develop leaders in our industry.

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#NGAFAwarenessWeek

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## July 14 - Technical Assistance

👉 The NGA Foundation Technical Assistance Center is the grocer resource for nutrition incentives, providing no-cost technical and program assistance to food retailers. You can learn more about this important NGA Foundation program here: <https://www.ngaftacenter.org/>

#NGAFAwarenessWeek

👉 While incentivizing purchases of healthy produce may seem simple, the technology to conduct efficient point-of-sale (POS) transactions, provide accurate reimbursement to retailers, and maintain program accountability is complex. The NGA Foundation Technical Assistance Center can help you! You can learn more here: <https://www.ngaftacenter.org/>

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#NGAFAwarenessWeek

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## Additional Resources

-  [NGA Foundation Twitter](#)
-  [NGA Foundation Facebook](#)
-  [NGA Foundation LinkedIn](#)
-  [NGA Instagram](#)

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