



## About #ChefShowandTell

A collaboration between [Waffles4Wheels](#), [Edible Inland NW Magazine](#) and [Rosauer's Kitchen](#), #ChefShowandTell is both a call to action on behalf of Meals on Wheels, and a way for local chefs and cooks of ALL kinds to bring us together while teaching their craft. Now more than ever, we need creative ways to be connected. Used purposefully, #ChefShowandTell can unite us through our universal love of food and family. The simple concept is for chefs and cooks of all kinds to use video to authentically connect with people and families all over the United States (and beyond), to share messages of positivity, productivity and resourcefulness through the food we share.

## Creating Your #ChefShowandTell Video

**Opening:** Drawing Awareness to Meals on Wheels

*(Example) Every day, the staff and volunteers of Meals on Wheels provide essential nutrition and comfort services to our family and neighbors who are home-bound by health and physical issues. Amid the COVID-19 outbreak, they find themselves suddenly and unexpectedly on the front lines, protecting the most vulnerable people in our communities.*

*With a rapidly growing need to safely feed and care for people in their own their own homes, Meals on Wheels needs our help now, more than ever.*

*We urge all viewers to contact the Meals on Wheels organization in their own community to volunteer and donate. Visit [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org) and enter your zip code to find MOW services near you.*

*Feeding Bodies and Nurturing Souls. That's the mission of Meals on Wheels – and that's what we all do when we cook and share a meal. The meal I want to share with you today is...*

**Video Format:** Scripted and rehearsed, edited, or LIVE and off-the-cuff, there's no wrong way to share. Watch an [example from Rosauer's Kitchen HERE](#). However you choose to share, we encourage the following:

**Content Themes:** Be authentic and seek to connect with your viewers

- **Food and Family** – Recipes passed down by loved ones; Meals cooked with your kids; Easy dishes to make at home
- **Tradition and Culture** – Recipes that reflect your heritage, cultural favorites and staples
- **Resourcefulness and Skills** – Cooking with less; Basics like bread-baking and tortilla-making; Food preservation skills (canning, dehydrating, etc)

**Video Platforms:** Choose one that is accessible to most people

- **Instagram** – [Click for Later.com's step-by-step guide for Instagram Live](#)
- **Facebook** – [Click for Facebook Live guide](#)
- **YouTube** – [Click for How-to-guide from Google](#)

**Community:** Amplify and engage

- **#ChefShowandTell** – Post your videos with #ChefShowandTell #MealsonWheels and #supportlocal to show your support of #community. @Tag your local MOW.
- **Tag other Chefs** – Talk to 2-3 friends or colleagues in advance, then tag and “Challenge” them when you post your video.
- **Meals on Wheels** – Please remind your audience to contact their local Meals on Wheels organization for volunteer opportunities and other ways to help. Enter your Zip Code at [www.mealsonwheelsamerica.org](http://www.mealsonwheelsamerica.org) to find the one(s) closest to you.

For more information, visit [www.waffles4wheels.com](http://www.waffles4wheels.com) or email [waffles4wheels@gmail.com](mailto:waffles4wheels@gmail.com)