

FIGHT FOR ILLINOIS RESTAURANTS

**MEMBERSHIP COMMUNICATIONS TOOLKIT:
NEWSLETTER COPY & POSTER**

*Take action to keep Illinois restaurants open and call
for federal relief – Pass the RESTAURANTS Act!*



INTRODUCTION

Thank you for your valued membership with the Illinois Restaurant Association. We know this is a difficult time for everyone working to make ends meet and keep your restaurants open. In this communications toolkit, you will find messaging and materials you can share with your network to help advocate for federal relief for Illinois restaurants so you can remain open both now and long-term.

We understand the reality of COVID-19 and its devastating effects, and, for the safety of everyone who works in the restaurant industry and our patrons, we have taken it very seriously from the beginning and prior to the pandemic, have always operated under the strictest of health and safety measures.

However, with current restrictions to our operations, the restaurant industry – the nation’s second-largest private-sector employer – will not survive without federal aid. Congress will consider their final coronavirus response bill for 2020 soon. **We have made steady progress, but Congress needs to do much more for the restaurant industry, so we need your help to get the RESTAURANTS Act passed!**

The materials in this toolkit are free and easy to download and share on your own channels to support Illinois’ incredible restaurants. **Our livelihoods depend on it.**

Thank you,

Illinois Restaurant Association

ABOUT THE TOOLKIT

We have prepared the following communications toolkit to help you and anyone else who is interested in supporting the call to keep Illinois restaurants open by securing federal aid for Illinois restaurants.

Please feel free to copy the content directly or adapt the language to make it feel authentic to you or your restaurant and the communities you serve. We encourage everyone to link to illinoisrestaurants.org where you can take action and call for the passage of the RESTAURANTS Act.

NEWSLETTER COPY

INBOX



We're calling for direct federal financial support for struggling restaurants across the state. Unless we take action, thousands of restaurants will permanently close and approximately 594,000 Illinoisans' jobs are at risk.

We understand the reality of COVID-19 and its devastating effects, and, for the safety of everyone who works in the restaurant industry and our many patrons, we have taken it very seriously from the beginning.

However, if the indoor dining ban remains in place, nearly 70% of restaurant owners in Illinois say they will be forced to close in the next six months if there is not additional aid, according to a survey by the National Restaurant Association.

Congress will soon consider their final coronavirus response bill for 2020. We have made steady progress, but Congress needs to do much more for the nation's second-largest private-sector employer. That's why we need your help to get the RESTAURANTS Act passed!

Call for restaurants to receive federal relief NOW. Our livelihoods depend on it.

POSTER

Dimensions: 18x24in.
(Standard poster dimensions)

[CLICK TO ACCESS POSTER](#)

The poster features a blue background with a white circular graphic in the center. At the top of the circle is the Illinois Restaurant Association logo, which includes a fork, a map of Illinois, and a spoon. Below the logo, the text "FIGHT FOR ILLINOIS RESTAURANTS" is written in a bold, blue, sans-serif font. The word "ILLINOIS" is larger and has a fork icon integrated into the letter "O". Below the main title, the text "Tell Congress we need the RESTAURANTS Act" is written in a white, sans-serif font, with "Tell Congress we need" in blue and "the RESTAURANTS Act" in white. Below this, there are three paragraphs of text in white, followed by a QR code in a white square. At the bottom, there are social media handles for Twitter, Instagram, and Facebook, all in white. The Twitter handle is @IlliniRestAssoc, the Instagram handle is @IllinoisRestaurants, and the Facebook handle is @IllinoisRestaurants.

ILLINOIS RESTAURANT ASSOCIATION

FIGHT FOR ILLINOIS RESTAURANTS

Tell Congress we need the RESTAURANTS Act

Unless we take action, thousands of restaurants will permanently close.

We need direct federal financial support for struggling restaurants around the state now.

Visit illinoisrestaurants.org now to take action, show your support of the RESTAURANTS Act, and keep our restaurants open and thriving.

Our livelihoods depend on it.

TAKE ACTION NOW



[@IlliniRestAssoc](#) [@IllinoisRestaurants](#) [@IllinoisRestaurants](#)