

# FIGHT FOR ILLINOIS RESTAURANTS

## MEMBERSHIP COMMUNICATIONS TOOLKIT: VIDEO SUBMISSION GUIDANCE

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



# INTRODUCTION

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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 instructions to create and submit a social media video that will be used 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 were created to support Illinois’ incredible restaurants. **Our livelihoods depend on it.**

Thank you,

**Illinois Restaurant Association**

## ABOUT THE TOOLKIT

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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](http://illinoisrestaurants.org) where you can take action and call for the passage of the RESTAURANTS Act.

# SOCIAL VIDEO SUBMISSION

## SUBMIT YOUR OWN VIDEO!

We want to hear from you! We encourage you to create and post your own video. You can also submit your own video to **svitale@illinoisrestaurants.org** and we will edit and share it on our channels.

If you are interested in submitting a video, we've shared guidance on the following pages about how to communicate your message. **Please note: All videos should be recorded horizontally.** This will make sure they are consistent for editing purposes.

**Please share the following information to begin the video:**

- NAME
- COMMUNITY YOU LIVE IN AND WORK IN
- RESTAURANT WHERE YOU WORK
- HOW LONG YOU WORK THERE



# VIDEO SUBMISSION GUIDANCE

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## THOUGHT STARTERS

### **Below is a list of starter questions for sharing your story:**

- What is your role in the restaurant industry (i.e., server, cook, host, owner, etc.)?
- Why do you work in the restaurant industry?
- What changes have you had to make as a result of not being able to work?
- What has been the hardest part of the pandemic for you?
- What precautions has your restaurant taken to ensure you and dining patrons are safe?

### **Most importantly, please remember to:**

- Conclude with a direct call to action for restaurants to receive federal aid NOW.

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## SAMPLE SCRIPT

**We have prepared a draft script for your use. Please adjust so it feels authentic to your experience and personal story.**

My name is \_\_\_\_\_. I live in [community name] and have worked at [restaurant name] in [community name] for [years]. I love my job because [explain why your job is important to you]. Since the pandemic hit, I've had to make changes [describe if you have reduced hours or been laid off].

Now that restaurants are closed for in-person dining, I am afraid of [describe what will happen if hours are cut or you are furloughed: not being able to pay bills, pay for childcare]. [Restaurant name] is working hard to keep people safe and give them a wonderful dining experience. They are [explain safety steps your restaurant has taken, if possible: installed plastic dividers, operating at reduced capacity].

With no end in sight, I am scared I won't be able to make ends meet. [Restaurant name] is an important part of the [community name] community for our guests and workers like me. [end with call to action] That's why we are calling for restaurants to receive direct federal aid NOW. Please support the RESTAURANTS Act – our jobs/livelihoods depend on it.