WILDFIRE OWNER SOCIAL SCRIPT

Version 1/16/25

WHAT IT IS

Some of you have been asking for a starting point to share your story on social media, and we're so happy to provide a first draft for you to build from. Think of this as a helpful template—it's here if you need it, but feel free to make it your own. After all, no one can tell your story better than you! And remember to email your video to Her@RegardingHerFood.org ASAP to share your story and inspire others to support local businesses.

THE BASIC STRUCTURE

Record a 1-2 minute video (it can be on your phone!) answering these questions:

- Who are you?
- What is your business?
- What communities do you serve?
- What are you doing right now?
- What do you need help with?

SIMPLE SCRIPT OPTION

Hi, I'm [Your Name], the [Your Title] at [Business Name].

We're a [brief description of your business] serving [communities you serve].

Right now, we're focused on [how you're making an impact—supporting the community, innovating, staying strong], and we're committed to [continuing the work you do, feeding and nourishing Angelenos].

To help us keep moving forward, you can support us by [how people can help—dining in, buying gift cards, spreading the word].

- Go out to eat
- Order takeout or delivery
- Purchase gift cards, which you can use or donate to displaced individuals.

- Donate to Regarding Her, where 100% of your contributions will go directly to women small business owners working to rebuild. Visit RegardingHerFood.org.

- Spread the word on social media by sharing their stories to increase visibility locally and nationally and encourage others to support the industry. Increased awareness can help bring more customers to our doors.

DEEPER SCRIPT OPTION

Los Angeles, we need you.

My name is [_____], I'm the owner of [_____], a small restaurant proudly serving[_your neighborhood and surrounding area__].

While many of our friends have experienced complete devastation, we have been lucky enough to still be here.

In response to the wildfires we continue to [stay open for our guests as well as preparing meals to feed first responders].

But I'll be honest, we need your help. While we honor and acknowledge those who have lost everything, we cannot overlook the ongoing needs of the people who are still here, like me, fighting to keep their businesses open and employees paid.

Right now, countless small businesses—the heart and soul of our city—are at risk of closing their doors for good. For many, this isn't just a setback; it's the breaking point after years of challenges, from the pandemic to rising costs, and now the devastating impact of the wildfires.

We are women owned businesses, families, and neighbors who pour their hearts into our community every single day.

Without immediate support, these businesses might not make it. But together, we can help. Here's how:

- Dine Out or Order In – Every meal counts.
- Buy Gift Cards – Use them later or gift them to someone in need.

- Donate – 100% of your contributions to RegardingHerFood.org go directly to women small business owners working to rebuild.
- Share Our Stories – Amplify our voices on social media to bring awareness and support.

When we stand together, we can keep the heartbeat of our city alive. Because supporting local businesses means preserving the culture, vibrancy, and resilience of Los Angeles.