



HNF Content Ideas

Quote Graphics

- By providing a short quote and pictures from your organization, we can create a quote graphic
- HNF can tag your organization and encourage our distributors to volunteer if needed
- Quotes can include
 - Gratitude toward HNF donors/supporters
 - Explanation of how HNF's support helps your organization
 - Quotes from your members who have received help (this can come from newsletters, website/social media stories)



Quote Graphic Examples



"Through your generosity, we were able to focus on nutrition & help build healthy immune systems in a year that was dangerous for many of our children."

Gerda, South Africa



"We greatly appreciate HNF's funding that helps children fulfill their potential and have a good quality of life."

Pream, Thailand



"Herbalife Nutrition Foundation is helping us cope with our situation. Without the help, our family would go hungry. We will always be grateful. Thank you."

Martinez Pozo Family, Peru





Audiograms

By recording a quick 30-60 second recording through your cellular device (voice memos), and by providing pictures from your organization, we could produce audiograms.

Audiogram Examples



New Pathways for Youth is proud to serve as a CASA Herbalife Nutrition program located in Phoenix, Arizona.

Marlo, New Pathways for Youth
Phoenix, Arizona

#VOICESOFIMPACT

HERBALIFE NUTRITION FINE CASA

0:02.89

<https://www.instagram.com/p/CfFPm3is8B8/>

Audiogram Examples



Hello, this is Johannes from SOS Children's Villages Botswana. We just want to extend our

#VOICESOFIMPACT

Johannes, SOS Children's Villages Botswana

HERBALIFE NUTRITION FINE CASA HERBALIFE

0:03.89

<https://www.instagram.com/p/CgSkNeWjPTL/>



Casa Spotlight Videos focus more on inspiring story-telling, impact from donations, and why it's important to give.

If you have any members of your organization that have an inspirational story, or if there are programs you'd like to highlight, we could feature those.

Casa Spotlight Examples

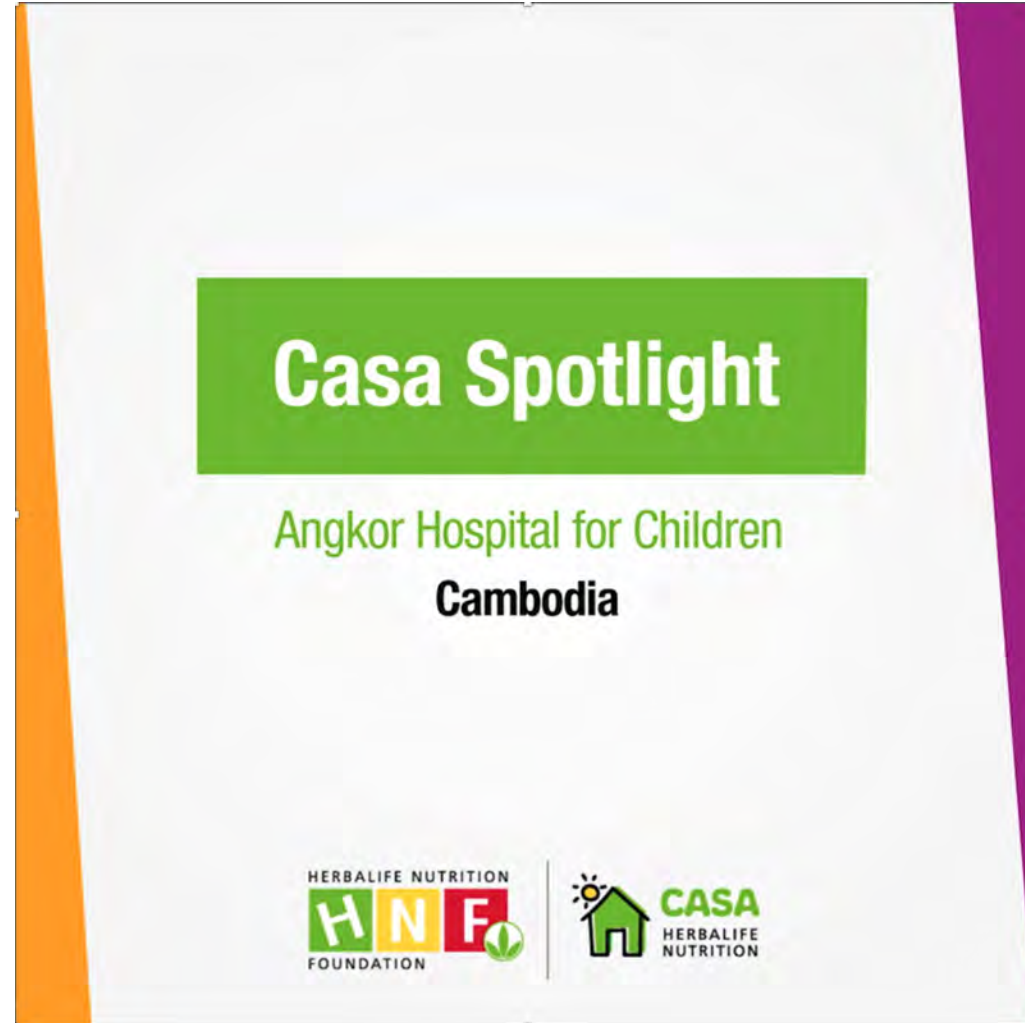
Atlanta Children's Shelter is a
Casa Herbalife Nutrition partner.

https://youtu.be/b6ekgc_mJrs

This Casa already had existing videos/photos, gave us permission to use,
and we produced the end-result.

Casa Spotlight Videos

This Casa just provided a story and photos, and we were able to produce this video.



<https://youtu.be/emJh-v7tLSQ>

Why is this important?





Sharing Stories/Photos/Videos from your organization can:

- increase awareness of your organization (we can direct them to your website and social media)
- encourage volunteers
- increase donations

HNF's Numbers

- Our audience can increase awareness and exposure for your organization
- You can promote events through our platforms
- Herbalife Nutrition Audience
 - 1.7 million Instagram Followers
 - 7 million Facebook followers
- HNF Instagram (Just created in 2022)
 - 5,000 Followers
- HNF Facebook
 - Over 188,000 likes
 - Over 209,000 Followers

