

COME & GET IT!

How to Get the Word Out About Your Services.



The mission of the Central Texas Food Bank is to nourish hungry people and lead the community in the fight against hunger.



WHAT ARE YOU DOING?

DISCUSS WITH YOUR PEERS

- Are you placing newspaper or radio ads?
- Doing social media promotion?
- Flyering?
- Other ways you're getting the word out?



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TRADITIONAL MEDIA





MEDIA OUTLETS

- Newspaper
- Radio
- Television
- Billboards



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TEMPLATE: FREE FOOD DISTRIBUTION

(Insert Partner Agency name here) will be holding a free food-distribution event from *start time* to *end time* on *day, date* at *venue/address*.

Participants will receive a variety of fresh food, including meat, beans, canned vegetables and fruit, soup, cereal, potatoes, rice, pasta and more.

(NOTE: Please adapt the following sentence to your requirements) Participants must bring a box, basket, bags or other container to carry their food and be 18 years of age or older. One box of food per household.

For more information, contact *name* at *phone number* or *email address/website*.



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**FREE, HEALTHY FOOD
IN YOUR COMMUNITY!**

Comida gratis y saludable para su comunidad!

Day: _____

Time: _____


Location: _____

Día: _____

Tiempo: _____

Localización: _____

For more information visit
centraltexasfoodbank.org or call **2-1-1**

 **CENTRAL TEXAS FOOD BANK**
formerly Capital Area Food Bank

FLYERS

- Hand out during services
- Hang at the local library or community center
- Give to clients to spread the word
- Connect with other social services agencies and leave them a stack



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ONLINE PROMOTION



SOCIAL MEDIA

- Facebook
- Twitter
- Instagram



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FACEBOOK TIPS

- Use an interesting photo/action photos, graphic or video
- People usually respond better to videos, including live videos and photo slideshows
- Always tag organization, company/person in your posts, especially if it's a well-known name.
- Refrain from scheduling posts in advance.
- Share media posts mentioning your agency.
- Thank donors, volunteers
- Encourage others to tag you in their social media posts
- Always present clients in a positive manner
- Keep in mind that you need to have them sign a media release form first in order to use their image
- Don't post more than once a day.
- Use hash tags, but don't overdo it
- Look over your "About" section and make sure address, hours and any contact information is correct.
- Pin a post to the top of the page with important information like food distribution hours



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SAMPLE SOCIAL MEDIA POSTS

Example one:

It's an exciting day at NAME OF PARTNER AGENCY. We received XXXX pounds of fresh produce (food received) from the @CentralTexasFoodBank. If you need food assistance, stop by our distribution on DATE AND TIME OF DISTRIBUTION to receive healthy, nutritious food.

Include pictures of food getting unloaded, food getting organized/put away in the pantry, close ups of the food received. Look for colorful food like fresh produce.



Central Texas Food Bank added 4 new photos — 😊
feeling excited.
Published by Elizabeth Blancas [?] · June 13 at 1:41pm · 🌐

We filled an entire 18-wheeler with donations from EPIC bar. They donated more than 100,000 bars to the Food Bank. Thanks EPIC for helping provide nourishing protein to our families to help fight #summerhunger!



Get More Likes, Comments and Shares
This post is performing better than 90% of other posts on your Page. Boost it to get more great results.

2,963 people reached [Boost Post](#)



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SAMPLE SOCIAL MEDIA POSTS

Example two:

We had a group of NUMBER from @ORGANIZATION VOLUNTEERING volunteers; help put food in the hands of those in need. They helped distribute watermelons, potatoes, canned food and much more. Thanks @organization for helping make a difference in the lives of families.



Central Texas Food Bank

Published by Elizabeth Blancas [?] · June 1 at 12:48pm · 🌐

It's been a great day at the #FoodBank with Morgan Stanley. In addition to donating \$25,000, volunteers inspected and packaged food as part of their Feeding Kids Around the Clock, 24-hours of volunteer activities. Thank you for helping us fight #summerhunger to ensure kids only have to worry about having fun this summer! #MSGivesBack



2,734 people reached

Boost Post



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SAMPLE SOCIAL MEDIA POSTS



Central Texas Food Bank

Published by Elizabeth Blancas [?] · May 5 · 🌐

"My income is below the poverty level, that's why I come here to make sure I have some food to eat."

Without any savings, 89-year old Billie took a hit when her home got flooded and she lost everything. Thanks to the Food Bank and our Partner Agency, Hays County Food Bank, Billie has a meal on her table to keep her healthy. #solveseniorhunger #olderamericansmonth

<https://www.centraltexasfoodbank.org/.../after-flood-woman-re...>



1,438 people reached

Boost Post

Example three:

- Show the impact the pantry is making in the lives of families.
- Include short quote about their need and picture of them. The post should include language about how the pantry is helping provide nutritious food or helping them make ends meet. Don't refer to clients as poor.



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SOCIAL MEDIA TOOLKIT



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HAVE A STORY?

- The Food Bank can help you make content
- Contact us with client stories, anniversaries, big donations
- We're here to help!



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QUESTIONS?