

# Community Events

## Information for Cause-Related Marketing

*Thank you for your interest in supporting the Capital Area Food Bank of Texas (CAFB) with a Cause-Related Marketing campaign (CRM). In order to ensure the success and mutual satisfaction of such events, the Food Bank has established the following guidelines.*

### **Creating a CRM Campaign to Benefit CAFB:**

1. It's a win-win partnership! CRM will increase your company's sales and visibility while raising money and awareness about hunger in Central Texas.
2. A long-term and strategic commitment ensures the strongest and most successful campaign.
3. Organizations must be categorized as one of the following: government agency, faith-based group, business, media outlet, service organization, or school. Others will be considered on a case-by-case basis. All CRM campaigns must be non-political in nature.

### **❑ Getting Started:**

1. Please submit a [CRM Registration Form](#). It is important we receive your CRM registration to best support your efforts and track your donations.
2. If your event includes a food collection, please refer to the [Coordinator's Kit](#).

### **❑ Publicity & Media:**

1. In most cases, the sponsor/coordinator must handle all event publicity. Requests for media assistance from the Food Bank will be handled on a case-by-case basis.
2. The following will assist you in creating and distributing a press release.

#### **Press Release Tips**

- Make sure the information is newsworthy.
- Start with a brief description of the news, and then distinguish who announced it- not the other way around.
- Make sure the first 10 words of your release are effective, as they are the most important.
- Avoid excessive use of adjectives and complicated language. Deal with the facts.

#### **Press Release Content and Appearance**

"FOR IMMEDIATE RELEASE" or the date of the release: These words should appear in the upper left-hand margin, just under your letterhead. Capitalize every letter.

Contact Information: Skip a line or two after release statement and list the name, title, telephone and email address of your company spokesperson. It is important to give an after-hours number since reporters often work on deadlines and may not be available until after-hours.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: The city your press release is issued from and the date you are distributing your release.





**CAPITAL AREA  
FOOD BANK  
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Lead Paragraph: Grasp the reader's attention and include all the relevant information (who, what, when, where, why).

Text: The main body of your press release where your message can be fully developed.

Recap: At the lower left-hand corner of your last page restate the specifications of your release.

Media Type	Name	Fax Number
Print	Austin American-Statesman	512-445-3679
Print	Austin Chronicle	512-458-6910
Print	Oak Hill Gazette	512-301-0122
Print	Round Rock Leader	512-255-3733
Print	Westlake Picayune	512-328-6470
TV	KXAN (36, cable channel 4)	512-469-0630
TV	KVUE (24, cable channel 3)	512-533-2233
TV	Fox 7 (cable channel 2)	512-495-7060
TV	CBS 42 (cable channel 5)	512-490-2111
TV/Cable	Your News Now	512-531-1234
TV - Spanish	Telemundo	512-837-6753
Radio	KLBJ AM	512-832-1579
Radio	KGSR- FM	512-832-1579
Radio	KUT	512-232-5441

3. You may use [our logo](#). Any use of the Capital Area Food Bank of Texas' name and/or logo must be approved by our Communications Department. Please send all promotional material drafts to [mrobbins@austinfoodbank.org](mailto:mrobbins@austinfoodbank.org) and allow three days for approval.
4. Please follow our [identity style guidelines](#) when utilizing the Food Bank's logo.

### ☐ **Volunteers:**

1. We encourage you to recruit and place your own volunteers for your event. However, if you need additional assistance, the Food Bank will consider providing support based predicted donations, publicity, timing and history. We recommend all volunteer requests are submitted one month prior to your event.

*Once we receive your online registration form, we will send you an email confirmation within 1 – 2 business days and will include Food Bank information for you to print and display at your event. We will respond to your volunteer request within one business week if we are able to recruit volunteers for your event. If we are unable to recruit volunteers for your event, please consider using the Food Bank information included in the registration confirmation.*



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### ❑ Wrap Up:

1. Put all food donations in a sturdy container. Remember, someone will have to lift the box, so don't overload.
2. Transportation is a significant cost to the Food Bank and we encourage you to deliver your donation to the Food Bank. If your event raises an excess of four boxes or barrels (approximately 600 items of food), and you cannot arrange delivery, you may request a pick-up by calling 512-684-2145. Sorry, we cannot pick up in residential neighborhoods. After Food Bank staff weighs your food donation and counts your financial donation, you will be provided with a receipt for your records.
3. A formal letter of thanks will be mailed to your attention.
4. Send an email to [mrobbins@austinfoodbank.org](mailto:mrobbins@austinfoodbank.org) and tell us about your event. Feel free to provide pictures, share videos, tweet or blog about your success!

### ❑ Social Media:

Follow the Food Bank through our various social media outlets and stay up-to-date with the fight against hunger in Central Texas.

1. **Twitter** – our Twitter handle is [@events4good](https://twitter.com/events4good)
2. **YouTube** – search “Capital Area Food Bank”
3. **Facebook** - <http://www.facebook.com/CapitalAreaFoodBankofTexas>
4. **Blog** - <http://www.hungerisunacceptable.com/blog/>

### Thank You

By contributing to the Capital Area Food Bank, you help provide nutrition to the 48,000 clients we serve each week, 30,000 of whom are children. Thank you for supporting hungry Central Texans! We hope your experience with the Capital Area Food Bank of Texas is a great one!

For more information, please contact Molly Robbins, Community Events Manager:

[mrobbins@austinfoodbank.org](mailto:mrobbins@austinfoodbank.org)

512/684-2531 phone

512/282-6606 fax

