

Communicating Smarter

Sharing Your Pantry's Story



Bill McKelvey
Project Coordinator



POWER UP YOUR PANTRY



Interdisciplinary Center
for Food Security

Power Up Your Pantry



Power Up Your Pantry is a University of Missouri program intended for food pantries and other hunger relief groups looking for ways to enhance their current operations and better meet the needs of the people they serve.

Power Up Your Pantry

There are many ways to connect with us!

- Power Up Your Pantry *Lunchbox Learning* (live and recorded sessions):
<http://foodsecurity.missouri.edu/power-up/power-up-lunchbox-learning/>
- Join the conversation on Facebook at [facebook.com/powerupyourpantry/](https://www.facebook.com/powerupyourpantry/)
- Tentative: Launch of a Grant Writing Community of Practice and Planning for regional or statewide conference



Power Up Your Pantry

Sharing Your Pantry's Story

Presented by:



Health
Communication
Research Center

Sharing Your Pantry's Story

Overview

1

Reaching audiences and building engagement via social media



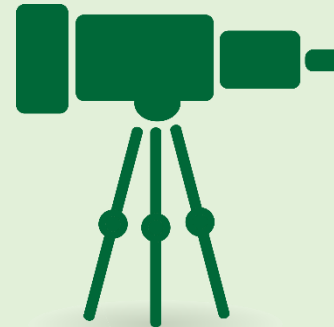
2

Working with local media to tell your pantry's story



3

Defining and understanding media frames



4

Setting the frame to tell your pantry's story



Building engagement on Facebook:

Show your personality

- **Be a supportive voice**
 - Shout-outs to volunteers who go the extra mile
 - Thank partners, volunteers, donors
 - Local sports teams/clubs
- **Be a resource for information**
 - Specials at grocery stores
 - Updates on pantry hours
 - Local events/benefits where your pantry will be involved
 - Severe weather updates
 - Job opportunities
- **Show people who you are**
 - Include photos participating at events
 - Donations received
 - Behind the scenes look at your pantry



Building engagement on Facebook: Use Facebook Live or videos



- Great way to provide behind the scenes look at your food pantry
- Puts a face and personality to volunteers, staff and the work you do
- Videos with the highest engagement are **less than 1-minute** long
 - Even less for platforms like Twitter and Instagram

Building engagement on Facebook: **Who to follow**



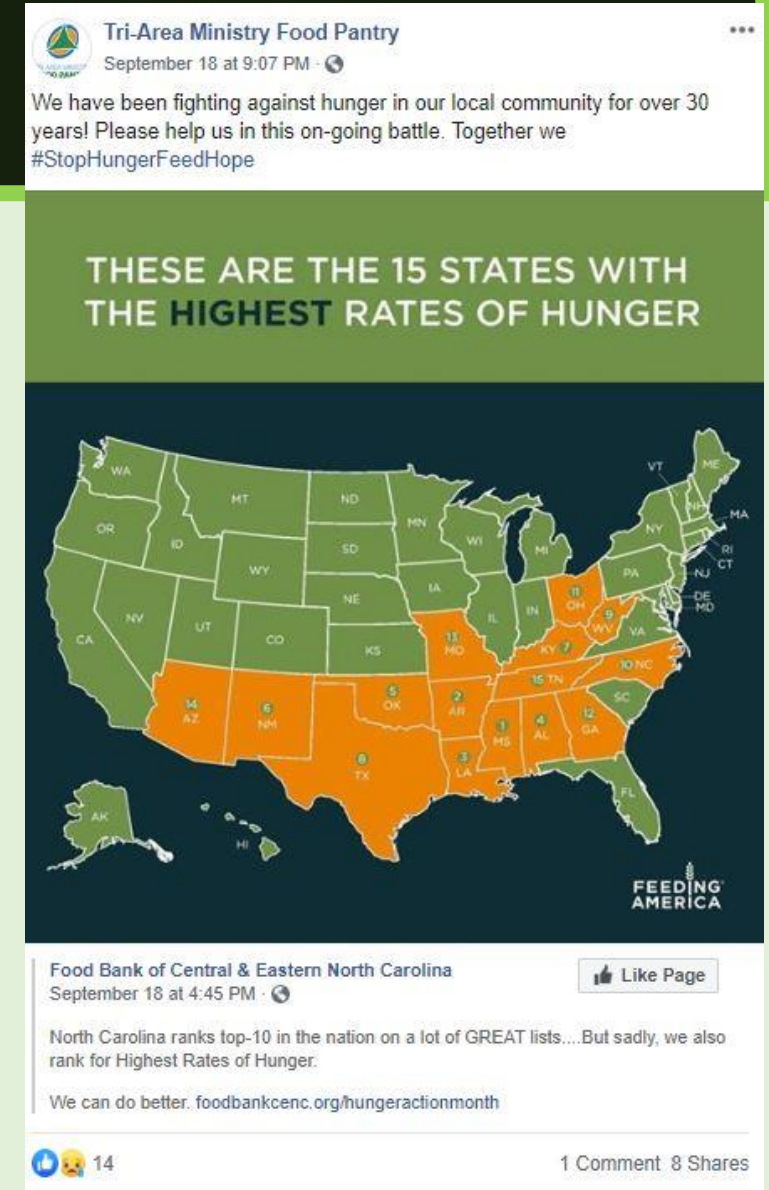
Who is...1)relevant to your work 2) a good source of hunger-related information 3) person/place you want to engage with?

- Well respected and sourced “thought leaders” and news sources
 - Exposure
 - Good source for content to engage with and share on your page
- Places in your community that you engage with (i.e. local business, church, clubs/organizations)
- Food banks and pantries

Building engagement on Facebook:

Share content

- Increases your exposure
- Builds relationships with your followers and those you follow
- Makes you a source of info for hunger-related issues that impact your community
- Shareable content: **images, videos,** news articles, upcoming events you and/or your partners are part of, other people's content about you.



Building engagement on Facebook: **BE VISUAL**

Show people what you do!

- **Photos are the best way to get attention**
 - Can also include relevant memes, infographics, banners
 - Include links (i.e. donation button, event link, website, etc.)
- **Images that get engagement**
 - Featured volunteers
 - Featured donors
 - Local donations received
 - Donations needed



Building engagement on Facebook: **Be persistent**

- Post at least three times per week
- In general, best times to post are between 12pm and 3pm on Monday, Wednesday, Thursday and Friday
- Try posting on weekends too because 74% of people use Facebook daily
- To keep up with posting, some use a content calendar and schedule Facebook posts

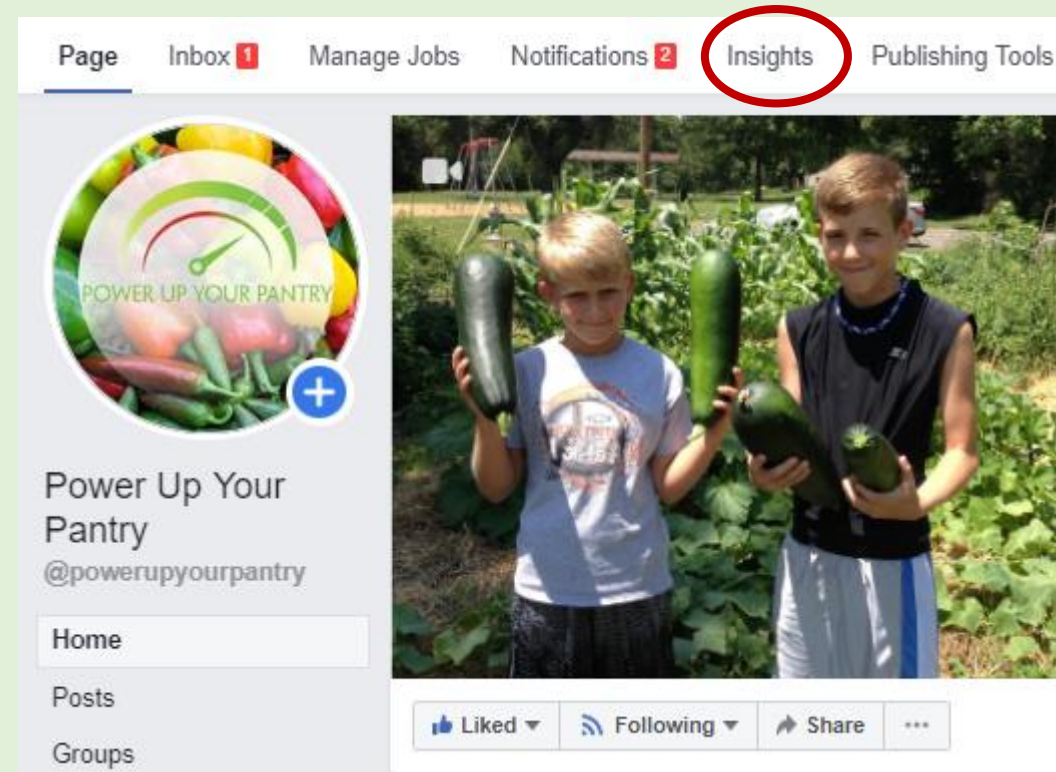
Invite friends, family, local businesses to like your Facebook page!

Post date and time	Content type	Topic	Text	Link
10/07 at 1pm	Video	Volunteers	We asked some of our volunteers “Why do you volunteer?” Here’s what they had to say	
10/09 at 2pm	Image	Donations	Thanks to [local business] for donating water left over from the 5K event!	
10/11 at 3pm	News article link	Food-Insecurity	1-2 sentences that relates the article to the work you do in the community	Link to article

Building engagement on Facebook: Keep an eye on insights

- **Page likes**
 - How many people liked your page a given time period
 - Where new likes came from (page, website, etc.)
- **Page reach**
 - How many people saw content from your page
 - Can see certain posts reach
- **Engagement**
 - How many people liked, shared, commented on certain posts in given time period

*Also collects data of when fans are online, their demographic data and their interactions with your posts

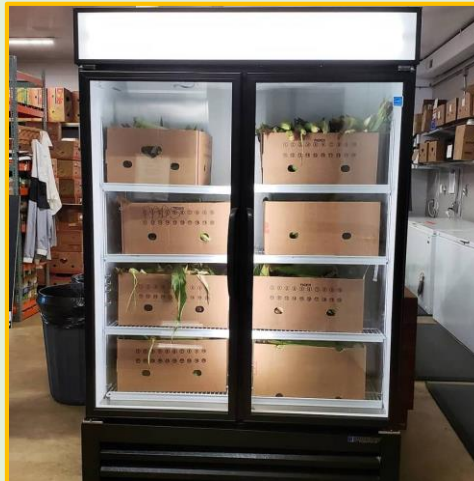


Free, open source stock images



Free to download, but some may require you to attribute the photographer. Check licensing before using.

Use your own photos!



Guidelines for taking photos

- Ask permission before taking photos of people, especially guests!
- Have photo release (consent) forms for people to read and sign if they are willing to have their photo taken.

Photo credit: Tri-Area Ministry Food Pantry, Facebook page

Working with your local media: newspapers

- It helps...
 - To know your local paper's editor/reporters that cover human interest stories
 - To **pitch stories (story idea)** to reporters
 - To get **key messages** about your pantry out to the public

Food pantry expands, advocates

By NEVA YINGER

WAKE FOREST — Hunger statistics for North Carolina today can come as a shock to residents of relatively prosperous areas like Wake Forest.

Ellen Kilberg, outreach coordinator for the Tri-Area Ministry (TAM) Food Pantry, says that oftentimes the people she speaks to don't realize that there are hungry people practically in their backyard.

"The fact that Wake Forest has now is that of an up-and-coming, relatively wealthy area," said Kilberg. "Even though we're expanding and you see new developments with million-dollar homes doesn't mean that there aren't working poor in this area," she added.

The ministry has been striving to assist people who struggle with food insecurity since 1988. The organization is entirely volunteer-run, and manages to provide food to an average of 700 households per month. In May, they served 747 households; the average household size being three individuals.

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Many of the volunteers who keep Tri-Area Ministry's food pantry running have received help there in the past or are even current recipients who want to give back to the ministry that helped them during tough times.

Fresh fruit initiative

Just this year, TAM has launched an initiative to introduce fresh produce to its stock. Since produce can be expensive and requires refrigeration, this has been a challenge, but the venture has been successful so far.

"Our clients are thrilled! They can't afford to go out and buy fresh produce," said Kilberg. "So we're trying to reach out to the community

"We're doing everything we can possibly do to try and change the nutritional balance." — Ellen Kilberg.

and say, 'If you have fresh produce, or you want to buy us a bag of carrots instead of a can of carrots, please do,'" Kilberg added.

The fresh produce comes from a variety of sources, including retail partners, community gardens and gleanings at area farms, as well as pri-

wasn't in a position to do much about it, as they only occasionally received a stray package of diapers.

"Our clients who came in who had young children were always asking if we had diapers ... probably 99 percent of the time we turned people asking for diapers away," said Kilberg.

Not so anymore. Now, they provide a one-week supply of diapers to each household who has the need, as well as feminine hygiene products to women who are unable to purchase them. Kilberg says they hope to be able to do more in the future, but that the two new programs on top of what they've always done has their resources stretched thin for the moment. The Love for Ladies program is supported by the Optimist Club and Women's Club of Wake Forest and the Meredith College Choir.

Upcoming fundraisers

The food pantry is the primary beneficiary of the Wake Forest Charity Car Show on June 17. They are also planning their first annual Stop Hunger Feed Hope dinner and auction for Oct. 20. Tickets will be available later this summer, and the event will take place



A group of volunteers take a break from duties at Tri-Area Ministry Food Pantry.

In Response to Growing Need, Tri-Area Ministry Opens for Saturday Hours

By LISA BROWN

lisa.brown@rolesvillebuzz.com

As the region grows, the need to offer food to those in need also grows. Awareness of that need is growing in Tri-Area.

Lowes Food on Capital Boulevard in Wake Forest is the pantry's number one donor, supporting the cause for years by donating food and recently allowing the TAMFP to hold a hot dog fundraiser in front of the store. The hot dogs and buns were

Dinner and auction to benefit food pantry

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"We want to do better," said Leslie DuBois, chairwoman of the TAM board of directors. "Diets high in carbs and refined sugars are all linked to heart disease, strokes, diabetes, high blood pressure — we're trying to give our clients healthier food so we don't compound their situation of food insecurity with health issues."

Much of the donations the pantry receives consists of canned and dried goods, which are easy to store and have a long shelf life. Until recently, consistently providing fresh fruits and vegetables wasn't possible, but the pantry has

secured a spacious refrigerator unit.

"We have the refrigeration space now we just need the money to go and get the food," said DuBois.

The pantry is distributing some fresh food items currently, but they don't have enough for all their clients. Local farmers and community gardens donate produce, and TAM volunteers collect donations of carrots at Lowes Foods, but those sources can't provide fresh foods to the 700 families TAM serves on a monthly basis.

In order to raise the money to purchase fresh fruits and vegetables, TAM is hosting the Stop Hunger Feed Hope dinner and auction. The event will take place Oct. 20 from 5-9 p.m. at Wake Forest Presbyterian Church, 12605 Capital Blvd. Tickets are \$20 apiece or two for \$35. All proceeds will be earmarked to purchase fresh produce for the food pantry.

The event is a true community effort. Wake Forest

Presbyterian is allowing TAM to use their facilities free of charge. Main Street Grille is catering the meal at a discount, and numerous businesses have donated gift baskets, art, handicrafts, event tickets, gift cards and more to be auctioned off.

The goal is to raise \$20,000 for the fresh food initiative. DuBois put this amount in perspective by explaining that a small bag of carrots costs about a dollar, and the pantry serves more than 700 families each month. In other words, it costs TAM about \$9,000 to provide each family with a bag of carrots each month for a year.

Regardless of how much money is raised, the organizers of the pantry will develop a plan to distribute the funds evenly over the 12 months following the fundraiser.

For more information about TAM, Stop Hunger Feed Hope and other events, see triareaministry.com. To purchase tickets, call the pantry at 919-556-7144 or email DuBois at lesliedubois@gmail.com.

Working with your local media: newspapers

- **Pitching stories**

- Email
 - Contact reporters who have a history of covering **human interest** stories
- Writing your pitch
 - Be direct and let them know **WHAT** you're pitching and **WHY** in the first 2-3 sentences.
 - Emphasize the **"human element"** aspect of your story
 - Body of email should include
 - Why they should be interested (have they covered similar stories in the past?)
 - Key points/messages you want shared
 - When you need the story to run
 - Ask when they are available to discuss
 - Include your contact information and thank them
 - May need to send short follow-up email to ask if they have any questions

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Lowes Food on Capital Boulevard in Wake Forest is the pantry's number one donor, supporting the cause for years by donating food and recently allowing the TAMFP to hold a hot dog fundraiser in front of the store. The hot dogs and buns were donated by Lowes, and all proceeds went to TAMFP. This partnership is one of the many the pantry

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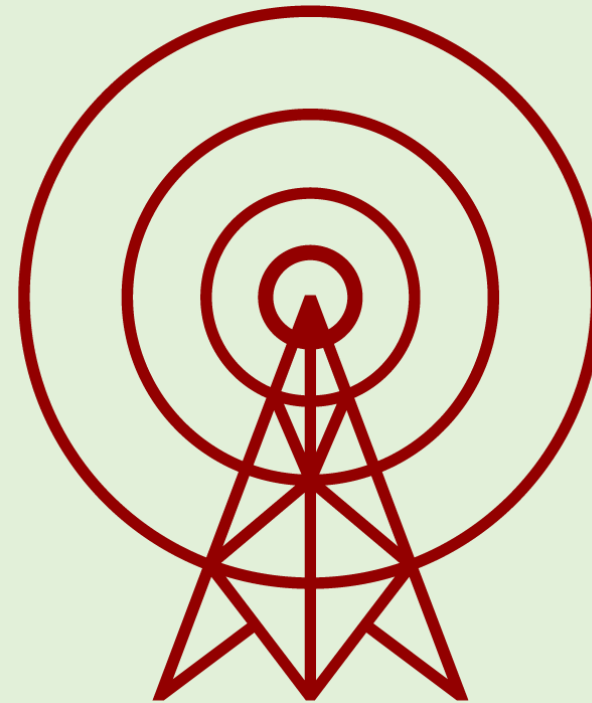
Public Service Announcements for radio and TV

- **Great way to promote...**
 - Upcoming fundraising events/food drives
 - Need for volunteers
- Radio/TV stations have **guidelines** for accepting and producing PSAs
 - i.e., **will** promote fundraising events, but **will not** promote direct call for raising funds
 - Contact station
 - Email/request form on website
 - Call and ask person who schedules PSAs
 - Emphasize the **human interest** aspect
- **30 second PSA (70-85 words)**
 - Time of event
 - Location of event
 - Brief description of event
 - Contact info or how people can get more information



Working with your local media: **Takeaways**

- **Get to know local reporters, editors**
 - It can have a huge impact on getting your message shared with the public
- **Guidelines will vary among stations**
 - send an initial email, then follow-up with a call
- **Be confident and have clear key messages that you want to share**
 - Answers “WHY” this information should be broadcasted to the public
- **Keep the “human interest” element front and center**
 - Seek out reporters who cover human interest stories



RADIO STATION

Building engagement: Newsletters

- Another free channel to drive engagement
 - Who do you specifically want to target? (i.e. donors) → do you already have email list?
 - Send out about one/month, one/quarter
 - Create calendar
- One stop shops: Constant contact (paid), MailChimp (free) both have templates
 - Can use Microsoft, however...
- Ideas
 - Pantry updates
 - Seasonal stories/evergreen articles
 - Call for volunteers and/or donations
 - Healthy Recipes

June 2015

Dulles South FOOD PANTRY

Neighbors Feeding Neighbors
24757 Evergreen Mills Road, Dulles, VA 20166
www.dsfp.org 703-507-2795 info@dsfp.org

Pantry Offers Summer Supplement

Thanks to the generosity of the Dulles South community, the pantry will be offering a supplement for school aged children and their families this summer. The supplement will be available to families with children 18 and under on June 20th, July 18th, & August 8th, from 9:00am-10:30am. The supplement will include breakfast and lunch items which are normally provided to children through the school system during the school year. We don't want to see any child go hungry over the summer and we greatly appreciate the generosity of our community through monetary and food donations to make this program possible. If you would like to help support this program, we are in need of peanut butter & jelly, boxed cereal, and other non-perishable breakfast and lunch items.

Distribution Hours:
1st, 3rd & 5th Wednesdays each month
5pm - 8pm

Pantry Donation Hours:
Mondays
10am-11:30am
7pm - 8pm
Wednesdays
10am-11:30am

Other Drop-off Locations:
South Riding Giant
South Riding Town Hall
Dulles South Multi-Purpose Center

Make A Difference
We are thankful for all the individuals and organizations that donated to the pantry this month. If you would like to make a tax-deductible donation, please click on the DONATE tab on our website or at the bottom of this newsletter.

Sponsor Spotlight
Thank you to our business sponsors! **Platinum:** Giant, Harris Teeter, Silver: Cardinal Bank, SPMC, Inc, & Van Metre. To see a list of our faith and community sponsors, please see the sponsor tab on our website.

BOARD HIGHLIGHTS
Our thanks to current board member, Lori Bell, who will be taking on the position of Vice President at the pantry. We are also excited to announce that we are officially partnered with AmazonSmile! When you order through the AmazonSmile link on our website with your current Amazon login and password, DSFP will earn .5% on all purchases. Thanks for your support!

ALL HANDS ON DECK!

Volunteer Spotlight: We'd like to thank our website guru, Rebecca W., and our IT Lead, Tod L., for making the technology seem easy! We appreciate your expertise and hard work.

Volunteer Needs: The marketing team is looking for an HOA Marketing Liaison to help us reach out to the various HOA's in the area. If you'd like to help, contact jabel@dsfp.org. Please see the volunteer tab on our website or the volunteer button at the bottom of this newsletter for current volunteer opportunities and the volunteer training schedule. Check back often as new positions are added regularly.

Food Drive Stars: Thanks to Girl Scout Troup #s 1397, 4884, 5718, John Champe HS Interact Club, and John Champe HS Feed the Need Club for holding food drives last month! They brought in nearly 761lbs of food to the pantry!

The Pantry is low on:

- Canned Chicken
- Boxed Breakfast Cereal
- Canned Fruit (peaches/pears)

Coupons - Leave unexpired coupons and clippings in a plastic bag at any of our drop off locations. We can use these!

How YOU Are Helping:
In May 2015, the pantry

- Served 75 households
- Served 324 individuals
- Distributed 7,913 lbs of food
- 77 Volunteers logged 488 hrs

Save-the-Date:
Summer Breakfast & Lunch Supplement Distributions for our guests with children will be held on 6/20, 7/18, & 8/8 from 9-10:30am.

THE RIVER FOOD PANTRY

The River

Quarterly Newsletter of The River Food Pantry

Fall 2017

The River Food Pantry
2201 Darwin Rd.
Madison, WI 53704
(608) 442-8815
www.riverfoodpantry.org
info@riverfoodpantry.org

When School Was Out, MUNCH Was Out And About Delivering Meals

By Hannah Becker

Many children count down the days until their summer vacation begins, but without schools providing free meals, the summer months can be a very stressful time for parents who worry about their children not receiving enough food.

This summer alone, MUNCH distributed 27,820 number of lunches, that's roughly 2,318 a week!

"This summer has been incredibly busy for MUNCH," Lunch Program Manager Joey Dunscombe said. "We added two neighborhoods and hope to add more, the more the better! And on that note, we could not have done this without our wonderful volunteers, of which MUNCH alone needs about 80 wonderful souls a week. We hope to keep growing our team this year and getting food to more kids."

While the program is intended for children and teens, adults are also given a packed lunch if they ask. No one who comes for a lunch is turned away.

"The Ridgecrest residents are so thankful for being added to the MUNCH route," Northside Navigator Danielle Washington shared. "The program is making food security more sustainable."

The MUNCH program embodies the guiding principals as The River Food Pantry, to touch people's lives with food, compassion, mercy and hope. MUNCH has also expanded by providing lunches to children who shop at The River's Friday night pantry session so they have extra meals over the weekend.

Even though the number of lunches distributed has rapidly increased, there are still too many children living in low income neighborhoods on the north side who

The Green Bay Packers great Donald Driver stopped by a northside neighborhood over the summer to help with the MUNCH program (and give plenty of high fives and hugs).

could benefit from this program. There is a strong correlation between lacking nutrition, poverty and a lack of success in school. The MUNCH program is seeking to ease the negative impact of poverty with non-school day meals to help close the achievement gap between low income students and those that are not.

Visit The River's website, www.riverfoodpantry.org, to learn more about the MUNCH program and how you can be a part of it.

On August 24, The River Food Pantry was the proud recipient of a \$50,000 Brighter Futures Grant awarded by Great Lakes Higher Education Corporation & Affiliates. The money awarded was used to purchase a new and larger cargo van to expand MUNCH to feed more kids in more low income neighborhoods.

The River worked with The Creative Company and MadWraps LLC for a new MUNCH logo and vehicle wrap.

Want to get email updates from The River? Sign up on our website and be sure to add us to your contact list.

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Our Mission:

To bring a message of mercy and hope to those in need by providing nutritional basics and encouragement; to be a unifying, servant hearted and community-building expression of Jesus Christ in Madison.



Free visual graphic tools



Canva.com



PIKTOCHART

Picture the Difference

Piktochart.com

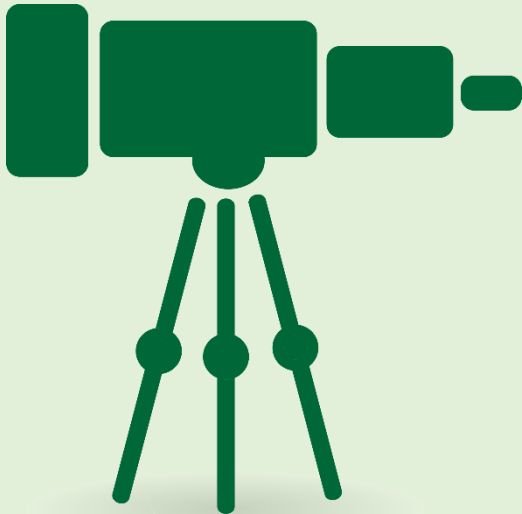


Microsoft word

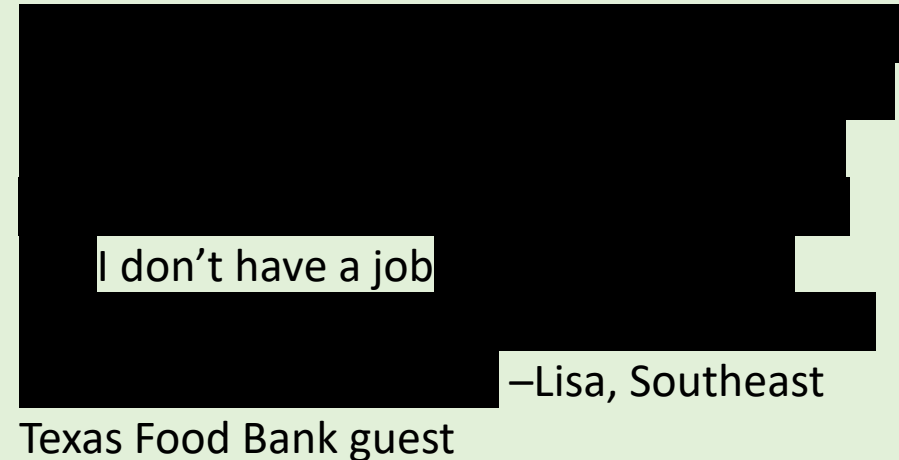
Set the frame: Defining Your Work and Role

What are media frames?

- Perspective from which a story is told
 - Frames **draw attention** to certain aspect of a story
 - Frames **influence** how people think about an issue



Impact of Framing

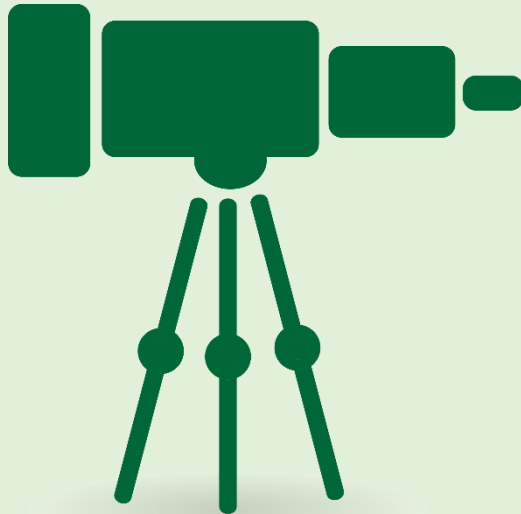


Takeaway: Food pantry recipient doesn't work.

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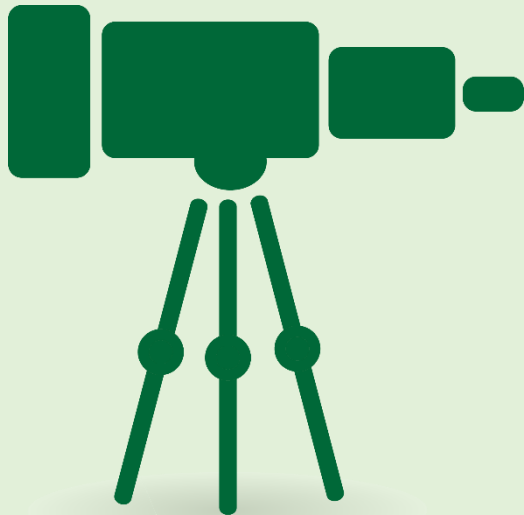
“After I **lost my job**, I **became a caregiver** for a man who has been like a father to me. I take him to his doctor appointments and clean the house. It’s nice to have a place to stay, but I **don’t have a job**, so things are still hard. I need to find a job in town, but **there aren’t a lot of jobs** here.” –Lisa, Southeast Texas Food Bank guest

Takeaway: Family caregiver struggles to find employment

Set the frame: Defining Your Work and Role

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Why?

- How are messages related to your work as a food pantry being framed in the media?
- What kind of frame should you use on your own broadcasted messages → what should you draw attention to?



Set the frame: Defining Your Work and Role

How does it apply to work you do?

- Applies to...
 - Stories you pitch to media
 - Social media posts
 - Newsletters
 - Public service announcements
- You **choose** what to focus on in all your communications
 - Consistency
 - Everyone on same page
 - Established key messages
- Taking a **proactive approach** helps you define and control the public's perception of what you do!

Let's look at an example!



Proactive media approach: The River Food Pantry

News coverage and framing:

- “The River Food Pantry **aims to expand by 2020**” September 14, 2018 (Source/quoted: CEO)
- “The River Food Pantry hopes to **meet growing need** in the community” October 2018 (Source/quoted: CEO)
- “Food Banks **ready for influx of people** needing help due to the partial govt shutdown” Jan 10, 2019 (Source/quoted: CEO and Comm director)
- “Mobile lunch program **delivers free meals** ahead of Easter” April 20, 2019 (Quotes: Volunteer)
- “Madison **brewery gives back** to local food pantry” June 25, 2019 (Quotes used from RFP Facebook page)
- “Food for Success Coalition **seeks volunteers** for school food pantries” August 2, 2019 (Source/quoted: CEO)



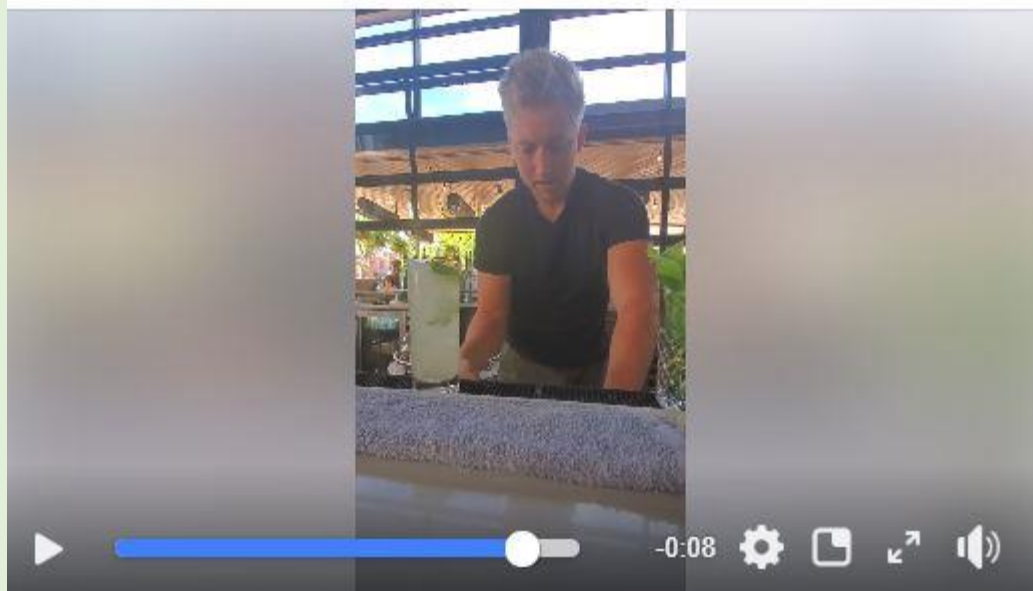
The River Food Pantry

18 hrs · 🌐

Everly is featuring The River as their #GenerousPour beneficiary this month 🍹🍹🍹 For each Lavender Mojito you purchase in July, Everly will donate \$1 to The River.

THIS MATTERS because 95 cents of every dollar The River receives goes to our programs and services. So, go sip on Everly's Lavender Mojito and help fight hunger in Dane County.

Shout out to Logan for giving us a taste of this delicious drink 😊 Many thanks to Everly for your support! Your generosity will help provide ...
[See More](#)



22

4 Comments 6 Shares



The River Food Pantry

June 25 at 7:10 PM · 🌐

It was time for a fresh coat of paint 🍷🍷🍷

As part of their P.E.O.P.L.E. Program internship at The River, Cailin, Sarah, Arlinda, Cecilia and Pauline painted the entrance for our clients. They wanted to make anyone who walks through the doors feel more welcome with a color that brings happiness and hope. Thanks to you all for your compassion and hard work!

SPECIAL THANKS to [Hallman/Lindsay Paints](#) for generously donating all the paint and supplies 🙏 Your support made this projec... [See More](#)



Proactive media approach: The River Food Pantry

Takeaways

Positives

- Great job of pitching stories
- Pushing key messages
- Controlling message about their pantry through interview quotes and Facebook page
- Good way to stay in front of issues impacting people who use or may need to use their pantry
- Highlight partnerships that benefit their pantry



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Things to be mindful of...

- From this slice of news stories the voice of the people who use and/or have benefited from their services not heard– frequently heard from the CEO or “higher-ups”
- Volunteer voice not heard as frequently



Reacting to coverage of food insecurity

Keep tabs on how food insecurity issues are covered (national, state, local) as this has a huge impact on the public's perception of the issue!

- News about food insecurity **within the last month...**
 - “Food security in the US improves for another year” (American Enterprise Institute)
 - “Food insecurity declines to precession levels, ERS finds” (Agri-Pulse)
 - “Food insecurity in Missouri is down– but still higher than national average” (Columbia Missourian)
- **“Re-framing”** the issue...
 - Food insecurity is down, BUT....
 - This is information you need to REACT to by highlighting (with data!) why it’s still an issue in your community
- Actions
 - Pitch a story about how food insecurity is STILL an issue in your community and the necessity of ongoing donations to keep your program strong
 - What do “thought leaders’ and other banks/pantries on social media have to say → share their articles
 - Create a PSA about an upcoming food/donation drive

What we covered

- Using social media to engage the public along with “thought leaders” to follow
- Importance of creating working relationships with those in local media
- Understanding and responding to media frames about food insecurity
- Creating media frames to educate the public about food pantry and food insecurity issues

Upcoming webinars

Three-part series on **Board and Organizational Sustainability**

10/9: Cultivating a Healthier Workplace

10/23: How to Create an Effective Fundraising Committee

11/6: Building the Board You Need to Get Big Results

Presented by:



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Interdisciplinary Center
for Food Security