

Media Relations for Advertising the Food Drive

Establishing media relations can greatly improve the outcome of the food drive. When people hear about the food drive in the weeks leading up to the second Saturday in May, the more likely they are to contribute.

TV or radio interviews help promote the NALC food drive. The NALC produced Public Service Announcements (PSAs), which can be used for TV or radio. They are available at: <https://www.nalc.org/community-service/food-drive/food-drive-toolkit/videos-audio-public-service-announcements>. Consider producing your own PSA with local talent at an event in your community.

Letter Carriers can also write a letter to the editor and send to a local news media. Add personal touches for your community. Include names of sponsors, where people can volunteer, print proclamations, use the Family Circus cartoon, etc.

Another source of media for advertising is holding a news conference or a kick-off to announce the food drive. Perhaps inviting electing officials, food bank directors, United Way officials, AFL-CIO officials, etc. would peek interest.

Social media is a tool that can make advertising for the food drive more widespread. The vast majority of people use some type of social media these days. Examples of social media posts can be found in the Tool Kit. The following are types of social media that can be used to help *Stamp Out Hunger*:

- Facebook – “Like” our Facebook page at <http://www.facebook.com/StampOutHunger>. If you post on Facebook and want to ensure your post is shared by our official page, tag *Stamp Out Hunger* by typing @StampOutHunger and select our page when it pops up as a tag option.
- X formally known as Twitter – Follow the food drive on X at <http://www.twitter.com/StampOutHunger>. Use the official hashtag, #StampOutHunger, to post and share.
- Website – Direct customers, sponsors, etc. to www.nalc.org/food. The site will help explain how the Letter Carrier Food Drive works, who we help, who our national partners are, Tool Kit information, etc.
- Email – Feel free to e-mail any pictures of food drive events to communityserviceshq@nalc.org. Photos from past food drives can be used for “Throwback Thursday” (#TBT) posts.
- YouTube – Officially approved videos can be found at www.youtube.com/ThePostalRecord. These short videos can be used at stand-ups or when seeking out a sponsor.

Websites for our national partners, volunteer organizations and food agency locators are:

- USPS www.usps.com/stampouthunger
- United Food and Commercial Workers www.ufcw.org/stampouthunger
- National Rural Letter Carriers Assoc. www.nrlca.org
- AFL-CIO www.aflcio.org
- United Way Worldwide www.unitedway.org/stampouthunger
- Valpak www.valpak.com
- RRD www.rrd.com
- Boy Scouts of America www.scouting.org
- Girl Scouts of America www.girlscouts.org
- Rotary International www.rotary.org
- Find local food pantries www.foodpantries.org

Advertising is key for a successful food drive! NALC branches are encouraged to work with local businesses and community organizations to get the food drive message out to the public. This can be accomplished by a variety of methods: using billboards, lawn signs, banners, posters, flyers, church bulletins, sport event programs, your branch publication, etc.

T-Shirts, buttons, and hats are a visual advertisement that most places allow carriers and other postal employees to wear the weeks leading up to food drive day. Some areas have local print shops that will take *Stamp Out Hunger* t-shirt orders and they are locally priced. These items should also be offered to sponsors, food bank personnel, political officials, etc. The more people advertising the food drive, the better chance of *Stamping Out Hunger!*

THANK YOU
for All Your Help!

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FOOD DRIVE™

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