



## THE DO'S AND DON'TS OF MARKETING

### USE OF NEIGHBOR OR VOLUNTEER PHOTOGRAPHY, VIDEO OR AUDIO

- Neighbors and volunteers have the right to privacy and need to sign a photography release form indicating their willingness before their photo, video, or audio is used in any capacity.
- A St. Mary's photography release form is available to use

### USE OF ST. MARY'S FOOD BANK LOGO

- As a SMFB Agency Partner, you have the right to use a specific SMFB logo in marketing materials **ONLY IF APPROVED** by your Agency Services Representative. All materials must be reviewed prior to release.
- Please give at least one week's notice of request so SMFB has time to review with the Marketing department.
- Do not obtain SMFB logo from online, please request newest version from your designated representative.

### HOW TO FIND US ON SOCIAL MEDIA

- We would love for you to share with us all the good work you are doing in your community! Here is how to find us:
  - Twitter
    - <https://twitter.com/StMarysFoodBank>
    - @StMarysFoodBank
  - Instagram
    - <https://www.instagram.com/stmarysfoodbank/>
    - @Stmarysfoodbank
    - Tag #StMarysFoodBank
  - Facebook
    - <https://m.facebook.com/stmarysfoodbank/?tsid=0.9537291910949627&source=result>
    - St. Mary's Food Bank
  - Other Sites:
    - <https://www.youtube.com/user/smfba>
    - <https://www.firstfoodbank.org/>
    - <https://stmarysfoodbank.volunteerhub.com/>

*Please make sure a photo release form is filled out for every person in the photo/audio/video you are posting prior to tagging St. Mary's Food Bank*

### GIVING OUT INFORMATION/MARKETING/DONATION MATERIALS AT FOOD DISTRIBUTIONS

- As a partner organization, you may not require or make a neighbor feel obligated to donate or give other payment in exchange for food. For example, donation jars should only be placed at the *end* of the line, not at the entry.
- Food distributions may only be paired with unrelated activities if it is clear, they are not part of the food distribution or endorsed by SMFB or the USDA.
- Distributing food product must not be disrupted by unrelated activities or marketing.
- SMFB product may not be used for fundraising either as prepared food (such as a spaghetti dinner or bake sale) or as "prizes."
- Any non-related SMFB marketing items such as flyers, business cards, promotional materials, ect. may not be placed in any USDA commodity boxes such as CSFP or EFB's. If a representative is giving information to neighbors, a neighbor must not feel obligated to take or hear about the information in exchange for food.

## NON-DISCRIMINATION STATEMENT MUST BE INCLUDED ON MARKETING

- If you are an agency marketing to the public for USDA commodities (TEFAP or CSFP food), then you must include the required nondiscrimination statement on all materials meant for the public.
  - Website must include the **FULL** statement, OR a direct hyperlink to the statement, on the program information homepage.
  - Use the **FULL** statement on large material items such as:
    - Pamphlets
    - Brochures
    - Multi-page materials
    - Posters
  - Use the **SHORT** statement on small material items such as:
    - Flyers
    - Door Hangers
    - Appointment and Postcards

### LONG STATEMENT - ENGLISH

In accordance with Federal law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), age, disability, and reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, and American Sign Language) should contact the responsible State or local Agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [http://www.ascr.usda.gov/complaint\\_filing\\_cust.html](http://www.ascr.usda.gov/complaint_filing_cust.html), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).

Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

USDA is an equal opportunity provider and employer.

### SHORT STATEMENT - ENGLISH

"This institution is an equal opportunity provider."

## LONG STATEMENT - SPANISH

Conforme a la ley federal y las políticas y regulaciones de derechos civiles del Departamento de Agricultura de los Estados Unidos (USDA), esta institución tiene prohibido discriminar por motivos de raza, color, origen nacional, sexo (incluyendo identidad de género y orientación de sexual), edad, discapacidad, venganza o represalia por actividades realizadas en el pasado relacionadas con los derechos civiles.

La información del programa puede estar disponible en otros idiomas además del inglés. Las personas con discapacidades que requieran medios de comunicación alternativos para obtener información sobre el programa (por ejemplo, Braille, letra agrandada, grabación de audio y lenguaje de señas americano) deben comunicarse con la agencia estatal o local responsable que administra el programa o con el TARGET Center del USDA al (202) 720-2600 (voz y TTY) o comunicarse con el USDA a través del Servicio Federal de Transmisión de Información al (800) 877-8339.

Para presentar una queja por discriminación en el programa, el reclamante debe completar un formulario AD-3027, Formulario de queja por discriminación del programa del USDA, que se puede obtener en línea, en [https://www.usda.gov/sites/default/files/documents/USDAProgramComplaintForm-Spanish-Section 508 Compliant.pdf](https://www.usda.gov/sites/default/files/documents/USDAProgramComplaintForm-Spanish-Section%20508Compliant.pdf), en cualquier oficina del USDA, llamando al (866) 632-9992, o escribiendo una carta dirigida al USDA. La carta debe contener el nombre, la dirección y el número de teléfono del reclamante, y una descripción escrita de la supuesta acción discriminatoria con suficiente detalle para informar al Subsecretario de Derechos Civiles (ASCR, por sus siglas en inglés) sobre la naturaleza y la fecha de la presunta violación de los derechos civiles. La carta o el formulario AD-3027 completado debe enviarse al USDA por medio de: correo postal: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; o´ fax: (833) 256-1665 o´ (202) 690-7442; o´ correo electrónico: [program.intake@usda.gov](mailto:program.intake@usda.gov).

## SHORT STATEMENT - SPANISH

“Esta institución ofrece igualdad de oportunidades.”