St. Mary's Food Bank®

StMarysFoodBank.org
602.242 .FOOD (3663)

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 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-DISCRIMATION 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
        - Calendars

LONG STATEMENT - ENGLISH

In accordance with federal civil rights law and USDA civil rights regulations and policies, the USDA, its agencies, offices, employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the state or local agency that administers the program or contact USDA through the Telecommunications Relay Service at 711 (voice and TTY). Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at How to File a Program Discrimination Complaint and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

- **Mail**: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410;
- **Fax**: (202) 690-7442; or
- **Email**: program.intake@usda.gov.

SHORT STATEMENT - ENGLISH

"This institution is an equal opportunity provider."

LONG STATEMENT - SPANISH

De acuerdo con la ley federal de derechos civiles y las regulaciones y políticas de derechos civiles del USDA, el USDA, sus agencias, oficinas, empleados e instituciones que participan o administran programas del USDA tienen prohibido discriminar por motivos de raza, color, origen nacional, religión, sexo, discapacidad, edad, estado civil, estado familiar o parental, ingresos provenientes de un programa de asistencia pública, creencias políticas o represalias por actividades previas relacionadas con los derechos civiles, en cualquier programa o actividad llevada a cabo o financiada por el USDA (no todas las bases se aplican a todos los programas). Los recursos y los plazos para presentar quejas varían según el programa o incidente.

Las personas con discapacidades que necesiten medios alternativos de comunicación para obtener información sobre el programa (por ejemplo, Braille, letra grande, cinta de audio, lenguaje de señas estadounidense, etc.) deben comunicarse con la agencia estatal o local que administra el programa o contactar al USDA a través del Servicio de Retransmisión de Telecomunicaciones al 711 (voz y TTY). Además, la información del programa puede estar disponible en idiomas distintos al inglés.

Para presentar una queja por discriminación en un programa, complete el Formulario de Queja por Discriminación en Programas del USDA, AD-3027: https://www.usda.gov/sites/default/files/documents/ad-3027.pdf, disponible en línea en “Cómo presentar una queja por discriminación en programas” y en cualquier oficina del USDA, o escriba una carta dirigida al USDA proporcionando en la carta toda la información solicitada en el formulario. Para solicitar una copia del formulario de queja, llame al (866) 632-9992. Envíe su formulario o carta completada al USDA por:

- **Correo postal**: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Mail Stop 9410, Washington, D.C. 20250-9410;
- **Fax**: (202) 690-7442;
- **Correo electrónico**: program.intake@usda.gov.

SHORT STATEMENT - SPANISH

“Esta institución ofrece igualdad de oportunidades.”

Please contact your St. Mary’s Representative or visit the Agency Portal for any questions.