



Community Events

Info for Cause-Related Marketing partners

Thank you for your interest in supporting the Capital Area Food Bank of Texas (CAFB) with a Cause-Related Marketing campaign (CRM).

CREATING A CRM CAMPAIGN TO BENEFIT CAFB:

- It's a win-win partnership! CRM will increase your company's sales and visibility while raising money and awareness for our mission.
- A long-term and strategic commitment, rather than a short-term promotion, ensures the strongest and most successful campaign. But, short-term promotions are valuable, too!
- 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:

- Check out our [CRM resource page](#) for helpful tips and tools. If you're reading this offline, visit www.austinfoodbank.org and click on "Cause-Related Marketing" under the "How to Help" link on the left-side menu to locate the registration form. Contact us (see last page for contact info) if you do not have access to the internet. We'd be happy to help!
- Please submit a [CRM Registration Form](#). It is important we receive your CRM registration to best support your efforts and track your donation.

PUBLICITY AND MEDIA:

- 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.
- 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 ksmallwood@austinfoodbank.org and allow three days for approval.

THANK YOU:

By contributing to the Food Bank through a Sponsored Event, you help provide nutrition for more than 40,000 people who access our services each week. Thank you for supporting hungry Central Texans! We hope your experience with the Capital Area Food Bank of Texas is a great one!

Please feel free to contact Kate Smallwood, Community Events Manager:
ksmallwood@austinfoodbank.org
512/684-2529 phone
512/282-6606 fax

