



# 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](http://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 [kcamunez@austinfoodbank.org](mailto:kcamunez@austinfoodbank.org) and allow three days for approval.

### VOLUNTEERS:

We encourage you to recruit and place your own volunteers for your event. However, if you need additional assistance, the Food Bank will consider providing support based on the following criteria. We recommend all volunteer requests are submitted one month prior to your event.

- Estimated funds raised
- Estimated pounds raised
- How do you plan on promoting and publicizing the event?
- Is this a first time event?
- If not, how much did you raise last year?
- Timing (as related to other Food Bank events)



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*Once we receive your online registration form, we will send you an email confirmation within 1 – 2 business days and will include Food Bank information for you to print and display at your event. We will respond to your volunteer request within one business week if we are able to recruit volunteers for your event. If we are unable to recruit volunteers for your event, please consider using the Food Bank information included in the registration confirmation.*

### THANK YOU:

By contributing to the Food Bank through a Sponsored Event, you help provide nutrition to the more than 300,000 people who rely on our services each year. 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 Kelly Camunez, Community Events Manager:

[kcamunez@austinfoodbank.org](mailto:kcamunez@austinfoodbank.org)

512/684-2533 phone

512/282-6606 fax