

*Increase your community support and awareness of hunger issues in your community! External communication includes your clients, the general public and the media.
Never underestimate the power of your work and the message your service gives to community.*

Make sure clients know your agency well.

- Post all relevant information in a noticeable place including, hours of operation, service area, how often clients may return, what information you require of them, etc.
- Use CAFB's signs, found on the "operations signage and forms" page of austinfoodbank.org/partner.

Share your world with the community you serve.

- Develop a contact list of journalists, community leaders and organizations, including names, titles, affiliations, addresses, phone numbers and emails.
- Set goals for the impact your agency will have on the community (i.e. to increase by 20 percent this year community knowledge of the services provided by our agency).
- Plan special events to raise awareness of your agency's work.
- Create newsletters, flyers, brochures, etc. and send to your community contacts.
- Tell your story with photographs, and create a display to use at community and church events and meetings.

Let the media share your story.

- Follow these guidelines when working with the media (from *Effective Public Relations, Ninth Edition* by Cutlip, Center and Broom):
 - ✓ Talk from the viewpoint of the public's interest – not the agency's.
 - ✓ Make the news easy to read and use.
 - ✓ If you don't want some statement quoted, don't make it.
 - ✓ State the most important fact at the beginning.
 - ✓ Do not argue with a reporter or lose your cool.
 - ✓ If a question contains offensive language or words you don't like, don't repeat them even to deny them.
 - ✓ If the reporter asks a direct question, give an equally direct answer.
 - ✓ If spokespersons do not know the answer to a questions, simply say, "I don't know, but I'll get the answer for you."
 - ✓ Tell the truth, even if it hurts.
 - ✓ Don't call a press conference unless you have what reporters consider news.
- Identify important media outlets to communicate with, including mass and specialized media.
 - Mass media:** local radio, television and newspapers
 - Specialized media:** local social service agency newsletters and/or websites, CAFB's Agency Inquirer, local church newsletters, etc.
- Keep your messages clear and simple. Always let your mission guide your message.
- Create opportunities for photographs, such as special events, food drives, etc.