F2FB Checklist – Marketing Your Program

Whether your Farm-to-Food Bank program is focused on soliciting donations or purchasing, make sure you let the community know that you are working to increase local fresh produce available through the food bank. The more people that know about this work, the easier it will be to recruit donors and make connections! For further information to accompany the checklist below, reference the Growing Connections Farm-to-Food Bank Toolkit.

- **Develop a name and logo for your program.** By naming your program, and placing a logo on your materials and equipment, you create an entity that the community can recognize.

- **Market your F2FB program.**
  - **Print:** Use brochures and flyers to describe how your program works. Place an op-ed in your local newspaper.
  - **Online:** Farmers, donors, and volunteers often use social media to stay up with their community’s activities. If your organization doesn’t have a Facebook page, blog, or other form of online outreach, start one!
  - **Community Events:** Use existing community, church, or school events as opportunities to share information about your program. Attend local and regional conferences and events for food banks, farmers, health organizations, to engage with growers and community members whose missions might overlap with yours.
  - **Never stop talking about what your food bank is doing.** Advertise in the local newspaper, radio, agricultural media outlets, on trucks and on your building. You never know where the next donor or volunteer will come from. Every chance you get to talk about what you do, talk about your food bank and its programs.

- **Marketing a F2FB program can be very seasonal:**
  - **Winter:** During those slow winter months, it’s a great time to talk about your F2FB program and build relationships with people who might be able to help you—growers, farmer’s market managers, community members and local businesses.
  - **Spring:** Continue engaging growers by talking to them about what you are looking for. Set up good patterns of communication.
  - **Summer:** This is a busy time for farmers and growers, as well as your peak F2FB program activity. There may not be much time to market your program now, but keeping the conversation constant is a good strategy.
  - **Fall:** Now is a great time to thank your volunteers and farmer/grower donors. Keep those relationships strong all year long by letting them know how much you appreciate their participation in your F2FB program.

- **Marketing your F2FB program should be ongoing once it’s up and running:**
  - **Take photos during gleaning or harvest events, and post these to your website or social media sites, as well as in your food bank. Pictures of happy smiling faces promote your program as successful and fun, and this will attract more volunteers and donors.**
  - **Make sure you keep everyone (volunteers, community partners, growers you work with) updated on the program, how much has been donated, and upcoming events.**
  - **Write short articles about your programs success, include photos and send to your local newspaper.**

Some F2FB programs may have a staff member dedicated to outreach. This person can arrange farm visits, focus groups, attend farm trade shows and conferences, and develop “Get to Know Your Farmer” appreciation events. But even programs lacking such a person can still implement any of the above suggestions, as we have seen with our partners.

For more information about starting or developing your farm-to-food bank initiative, please email growingconnections@northwestharvest.org, or contact Laura Titzer at 206.923.7423