

All Faiths Food Bank agency partner story collection

How can your agency help us share our neighbors' stories?

Sharing our neighbors' stories plays an important part in raising awareness of hunger in our community and the difference All Faiths Food Bank and its agency partners are making together.

We're looking for partner agencies to collect 1-2 stories a month that we can share in our communications efforts, including our newsletters, direct mail, on social media and more!

If you don't think you can collect client stories, would you be willing to share how your partnership with All Faiths Food Bank helps you better serve our community?

What do you need collect?

Neighbor or agency name, story, quotes and picture(s)

What kind of questions should you ask?

We'll provide you with a questionnaire you can use as a base to make it easy, but you can ask questions like:

- What brings you here?
- Background questions (Occupation? Veteran? Single mom? Etc.)
- How many people are in your household?
- What does it mean for you to be able to get food here/how does it help you and your family?
- What is your favorite thing you receive?
- If you could send a message to the people that support this program, what would you say?

What kind of photos should you take?

- Happy people with food 😊
- Horizontal
- Close-up
- Visually appealing background
- **Make sure you get a signed media release – or we can't use their story!**

How will AFFB acknowledge our agency?

Agency partners will be mentioned in the story when relevant

What do I do once I've collected a story?

Send your stories to Nina Harrelson, director of strategic communications:

nharrelson@allfaithsfoodbank.org

Additional resources:

Questionnaires, media releases and other resources: <https://allfaithsfoodbank.org/agency-portal/>

Example of how we use client stories:



Salvator proudly wears his Marines hat at the All Faiths Food Bank's pantry for veterans.

You Help Local Veterans

Salvator is a career Marine of 38 years who retired as a major. He served as a sniper and a drill sergeant for the infantry. In retirement, Salvator continues to help others for the greater good – like spreading the word about All Faiths Food Bank's pantry serving healthy items just for veterans.

The rising costs of living associated with COVID-19 have made it hard for people on fixed incomes to make ends meet each month. That includes many retired veterans. Salvator sees this problem growing more and more pressing each day.

"With the current crisis, I see the need," he says. "It puts a smile on my face and happiness in my

heart...[that All Faiths Food Bank] is here to help people."

Salvator comes to the pantry to pick up fresh food for himself and fellow veterans who can't make it there. He says it's a real gift to know healthy food is available to veterans whenever the need arises.

Thank YOU, our donor, for helping make this resource possible. You're ensuring veterans like Salvator have enough nutritious food on the table this holiday season and every day of the year.

"It puts a smile on my face and happiness in my heart."

– SALVATOR