



**MOBILE
FOOD
PANTRY**

Promotional Toolkit

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INTRODUCTION

Since the first Mobile Pantry in 1998, we have been collaborating with partners like you to promote the program to those in need. We hope this toolkit will be a helpful resource that keeps all of our promotion consistent to make what we are doing clear for everyone across the 40-county service area of the food bank! Our consistent communication about Mobile Pantries will ensure neighbors in need know how to access charitable food as well as inform community members so they can get involved however they see fit, such as by donating or volunteering.



The very first Mobile Pantry!

PROGRAM LOGO

The Mobile Food Pantry logo, which is an extension of Feeding America West Michigan's brand, will play a crucial role in streamlining the program's promotion. Below, you'll see two versions.

Horizontal lockup:



Vertical lockup:

On the following page, you'll see the program logo without the Feeding America West Michigan logo.



PROGRAM LOGO

While the program logo can stand alone, you must still make it clear that the program is run in partnership with Feeding America West Michigan.



MOBILE FOOD PANTRY

Should you need the Mobile Food Pantry logo (e.g. to share with a press release promoting the program or to highlight the program in a church bulletin) you can click the button below to download it. There are multiple versions available. CMYK logos should be used in print. RGB logos should be used digitally.

[DOWNLOAD THE LOGO](#)

PROGRAM LANGUAGE

Do's



Don'ts

- ✓ Do refer to Feeding America West Michigan by its full name—never by “Feeding America.” You can also refer to us as “the food bank.”
- ✓ Do refer to these distributions as “**Mobile Food Pantries**,” “**Mobile Pantries**” or “food distributions.” Do not use any of the following terms: food truck, mobile or mobile distribution because they create confusion for people in need.
- ✓ Do describe the food provided as “**supplemental groceries**” and in reference to the amount, say “households receive 9-11 grocery items comprised of produce, protein, dairy, grains and more.”
- ✗ Don't use terms like “the hungry,” “hungry people,” “the needy” or “the poor,” as these descriptors carry a negative connotation of a constant condition of need. Instead, use all-encompassing terms/phrases such as “**neighbors facing hunger**,” “**those in need**,” or “**families experiencing food insecurity**.”
- ✗ Don't use language that victimizes rather than empowers, such as “struggles” or “suffers.”
- ✗ Don't use “paternalistic” language that sets up the food bank or the Mobile Pantry partner as the “heroes.” Instead, use phrases like the food bank (or your program) “helps,” “serves,” or “supports,” vs. verbs like “saves” or “benefits.”

PROMOTIONAL MATERIALS



Available for Instagram & Facebook posts

[ACCESS THE SOCIAL
MEDIA POSTS](#)

PROMOTIONAL MATERIALS

Caption ideas:

Do you need help with food this month? [Location/hosting org. name] is hosting a Mobile Pantry on [date] at [time] (check in begins at [time]). The address is [Address]

Mobile Pantries are like farmers markets on wheels that provide supplemental groceries—including produce, protein, dairy, grains and more—to anyone in need at no charge. Visit FeedWM.org/FindFood to find more food resources near you.

This institution is an equal opportunity provider.

Lots of fresh produce and other groceries will be provided to anyone in need at a Mobile Food Pantry held at [Location/hosting org. name] TODAY at [time] (check in begins at [time]). The address is [Address]

Mobile Pantries are like farmers markets on wheels that provide supplemental groceries—including produce, protein, dairy, grains and more—to anyone in need at no charge. Visit FeedWM.org/FindFood to find more food resources near you.

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PROMOTIONAL MATERIALS

Sandwich Board

Although you will not be responsible for this—it will come and go on the truck—we want you to be aware of it!

