



Tips for Promoting Faith-Based Share Network Access Points

Engage Your Leadership

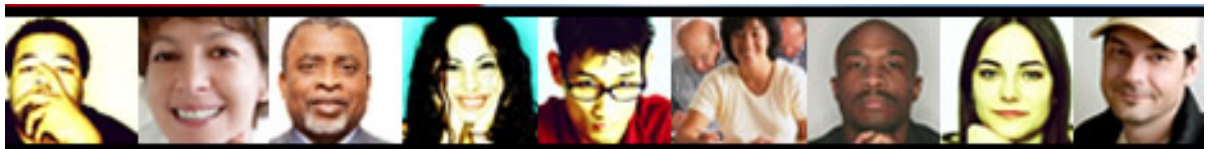
- Make sure leadership is informed, supports your mission; and brainstorm with them how to promote SNAP in faith-based community
- Make a presentation to your Board of Trustees and Ministerial leadership, and inform them on visits and success stories
 - Have minister announce SNAP from pulpit
 - Have SNAP material available at congregation office, at reception, in pastor's office

Energize Your Congregation

- Place handouts or notices in weekly bulletin
- Ask congregation to refer family and friends
- Report on successes and statistics in church publications
 - Make sure SNAP is mentioned on church website
 - Make sure your greeters are well-informed
- Make sure your hours of operation are when congregants are already in the building (before and after services, during mid-week activities)
- Place posters in the lobby, and make sure reception staff are familiar with SNAP
- Have handouts at the Information Desk, and include SNAP info on outgoing voicemail
- Distribute information to all ministry groups: women's, men's, youth, pastoral care

Inform Your Community

- Place posters and handouts wherever the community gathers
 - Public places - library, laundromat, community center, hospital waiting room
 - Business locations such as hair salons, barber shops, retail and restaurants
 - Nonprofit organizations such as food pantries, schools, other area churches
- When meeting with nonprofit organizations or businesses, meet front-line staff and explain the program benefits, leave handouts
- Contact benevolent organizations and ask them to help you promote (Lion's, Elks, Knights of Columbus, etc.)
- Look for community events such as farmers' markets, craft fairs, county fair, basketball tournaments where you can promote your SNAP
- Have clear, well-marked signage outside and inside SNAP building





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Pursue Local Media

- Call into a local radio show
- Call the Program Director of the local radio station and ask for an interview
 - Describe your services within SHARE Network, report on successes and provide location, hours of operation
 - Emphasize that the SNAP is open to the community
- Call local newspaper reporter and tell the story –
 - Emphasize a personal success story and benefits to the community
- Send PSAs (public service announcements) to radio and television stations and provide them scripts in 15-second and 30-second duration
 - Local DJs will record them
 - All radio and TV stations are required to donate a certain amount of airtime to public service announcements
- Contact local cable access television stations and offer to host a ½-hour show (they are generally looking for programs)
- Contact local chambers of commerce, the Rotary, and other business organizations and ask them to help you promote your SNAP

