



# Communications FAQs & Guidance for Partners

Tyleeq, Virginia

FEEDING  
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# PARTNER COMMS FAQ

*While we're always available to support you, this guide provides answers to common questions and key messaging guidance to help you get started.*

## What communications support can we expect from Feeding America?

Feeding America proudly supports the recognition of our partnership with your company. Communications and marketing support generally aligns with partnership recognition levels. For example, we provide turnkey resources to Supporting and Guiding partners, while Mission, Leadership and Visionary partners receive additional custom communications and marketing support.

## Does the FA Comms team have examples to share?

Examples of partnership communication and recognition for various channels and platforms can be found at the bottom of this document. These include press releases, social media posts, and partnership landing pages from other corporate partners to inspire your materials.

## Where can we find Feeding America logos and branding guidelines?

Our [Partner Resource Page](#) contains downloadable logos, updated hunger statistics, strength-based messaging tips and our brand book, including logo lockups, brand colors, etc. **Please note that all public use of Feeding America's name and logo requires review and approval.** We will also seek your approval for the use of your name and logo in our materials.

# ENTERTAINMENT COUNCIL

## What is the Entertainment Council? And how do we engage celebrities?

Members of Feeding America's Entertainment Council are celebrities and public figures who support our mission via media relations, cause marketing and public policy initiatives. While typically highly effective, requesting celebrity engagement can be a lengthy process and we cannot guarantee their involvement. Additionally, since Council members do not work pro bono, partners should have a budget in mind that reflects the potential costs involved, as determined by guidance from the talent's agency. We ask that this figure is developed before talent outreach begins.

We recommend collaborating with your relationship manager to explore tactics for engaging celebrities. We are also happy to schedule a call to discuss in further detail.



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Virginia

# IMAGERY



Scarlet, Maine



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**What images are available for us to use?**

We are happy to provide images through our media library hosted on Canto.



NeKhaiia, Kansas

FYI

**Additional Tips:**

Images of neighbors cannot be used on consumer packaging.

Permissions for some images may expire, so it's always best to check with your relationship manager.

# KEY TALKING POINTS

Hunger statistics change annually. Updated talking points are available on the [Partner Resource Page](#).

## Key messages currently include:

- Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families. Yet in 2023, 47.4 million people—1 in 7 people—experienced food insecurity in the U.S.
- Food insecurity is about more than food. Neighbors facing hunger tell us that cost of living, housing, employment, health and other factors—like the end of pandemic-era relief efforts—are among the top reasons why it's increasingly difficult to afford and access the food they need to thrive.
- Hunger is much closer than you might think. Anyone can experience food insecurity, regardless of background, race or ZIP code. It can be the result of a short-term setback, such as a layoff or hospitalization, or long-term forces like economic instability.
- Feeding America is the nation's largest hunger relief organization supporting tens of millions of people to get the food and resources they say they need to thrive as part of a nationwide network of more than 250 food banks, 21 statewide food bank associations, and over 60,000 agency partners, food pantries and meal programs.



Kaycee, Washington

# CAUSE MARKETING: LEGAL DISCLAIMER & MEAL CLAIM GUIDELINES

## What is the legal disclaimer?

The legal disclaimer is the fine print that accompanies cause marketing collateral and must clearly state certain details about the campaign, i.e., duration and donation minimums. All legal disclaimers must include the Feeding America national meal claim. This ensures that Feeding America and our partners are being transparent to the public on how the donation is being made. Consumer and legal disclaimer copy must:

- Include Campaign Dates** | Cause marketing campaign start and end dates must be included in the legal disclaimer.
- Include Minimum/Maximum Donation Amounts** | Any minimum and maximum donation amounts committed by the partner need to be included in the legal disclaimer.
- Include a Clear Donation Call-to-Action** | (For every [x] sold, [\$x or the monetary equivalent of X meals] will be donated to [FANO/food banks]) The customer call-to-action tied to the donation needs to be included in the legal disclaimer.
- Include the Meal Claim** | See next column for detailed guidance.

## What is the “meal claim” and how should it be used?

Feeding America's national meal claim reflects the efficiency of our operating model thanks to partnerships with food manufacturers and retailers. The figure is often integrated into marketing and fundraising materials to help supporters visualize the impact of their donation.

All campaign collateral must be reviewed by Feeding America to ensure proper use of the meal claim, ensuring an asterisk is placed after the first use of the word "meals" in copy and is footnoted as follows: *\*\$1 helps provide at least 10 meals secured by Feeding America® on behalf of partner food banks.*

- Learn more: [How Feeding America turns \\$1 into at least 10 Meals](#)

## Legal Disclaimer Complete Example:

From [date] to [date] for every [consumer action/product purchased], [Partner Name] will donate the monetary equivalent of X meals\* to Feeding America® **OR** [\$X to Feeding America®]. [Partner Name] guarantees a minimum donation of X meals\* (monetary equivalent of \$X) and a maximum<sup>†</sup> of X meals (monetary equivalent of \$X). \$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks.

**NOTE:** For social media or other situations where there is not space for the legal disclaimer and meal claim, the legal disclaimer and meal claim description must be no more than one click away from the copy. Your Feeding America relationship manager can provide guidance for the correct use of the meal claim. All claims will be reviewed for compliance to Better Business Bureau standards.

# GENERAL MESSAGING GUIDELINES

Feeding America partners help support our mission through campaigns that raise food and funds driving the movement to end hunger. Here's some topline guidance on language you may encounter in communicating our partnership.

## Trademark Usage and Feeding America Network Terminology

- ❑ **Trademark Usage** | Use a registration mark (®) in the headline and first mention in the body in press releases.
- ❑ **Member v. Partner** | Refer to food banks as “**partner food bank(s)**” (NOT “**member food bank(s)**”).
- ❑ **Role of the Feeding America National Organization** | FANO does not operate food banks or run meal programs. Do not insinuate that Feeding America provides meals directly. Instead, say “**helps provide**.” Ensure language that implies that Feeding America owns or operates the network is not used.

## Food Insecurity & Hunger

- ❑ Use the term “**experiencing**” (or “**experience**”) along with food insecurity as food insecurity is a current state, not the prospect of a future state.
- ❑ Do not use “**facing** food insecurity”
- ❑ Do not describe the total population experiencing food insecurity as “**facing hunger every day**,” as the physical sensation of hunger may fluctuate, while the experience of food insecurity persists.

## Strength-Based Communication

At Feeding America, we use language that eliminates saviorism and “othering.” Below are some helpful tips to guide your communications.

- ❑ Avoid positioning Feeding America, the network, donors or partners as the “heroes” or central actors in a narrative; avoid verbs like “saves” or “benefits.” Instead, use “**supports**,” “**partners**,” or “**helps**.”
- ❑ Avoid language that otherizes or victimizes, such as “**struggles**,” “**suffers**” and “**vulnerable**.”
- ❑ Avoid using “**those**” in reference to the people we serve, such as “**those in need**” or “**those served by the food bank**.” This phrasing is othering and separates people facing hunger from the rest of society. Additionally, we recommend against using terms like “**clients**” and “**the hungry**.”
- ❑ Instead, use “**neighbors experiencing food insecurity**,” “**people who experience food insecurity**,” “**neighbors**,” or similar.

# Partner Communications Inspiration & Resources

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To support you in sharing this impactful collaboration, we've compiled this resource to help you craft your own communications materials, including:

- Announcement Guidance
- Sample Copy
- Creative Examples

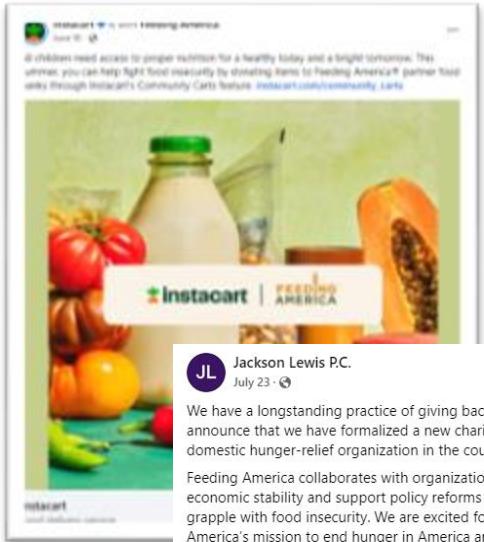
*Together, we can raise awareness, build engagement, and move one step closer to ending hunger.*





# Social Media Guidance

By highlighting your involvement with Feeding America, you can create authentic conversations, inspire your followers, and build positive momentum around your company's efforts. It's a great way to increase awareness, encourage participation, and showcase your corporate values.



JacksonLewis

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## Sample Social Copy

🌟 Exciting News! 🌟 [Partner] is proud to announce our partnership with @FeedingAmerica, the largest hunger relief organization in the nation, in the movement to end hunger. Together, we can make a real difference. Learn more at [Insert link to landing page].

❗ Big Announcement! ❗ We are thrilled to share that [Partner] has joined forces with @FeedingAmerica in the movement to end hunger. Learn more at [Insert link to landing page].

Big News! [Partner] is honored to announce our new partnership with @FeedingAmerica, the largest hunger relief organization in the nation! Join us as we unite efforts to help ensure people facing hunger get access to the food & resources they say they need to thrive. Learn more at [Insert link to landing page].



**Need some images?** We have a library of curated, high-res photos that we're happy to share! Just ask your relationship manager or comms liaison to help gather the right ones for you.

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# Dedicated Landing Pages

Creating a dedicated landing page for your partnership with Feeding America on your website is an excellent way to centralize key information and engage your audience. This page serves as a hub for sharing your goals, showcasing impact stories, and providing opportunities for visitors to get involved. It enhances your brand's credibility and helps create a lasting, meaningful connection with your audience.

## What to Include:

**Headline or Banner:** A clear, engaging headline that highlights the partnership (e.g., "Proud Partner to Help End Hunger" or "Together with Feeding America to End Hunger").

**Overview of the Partnership:** A brief section describing the nature and goals of the partnership, including key details about the initiative.

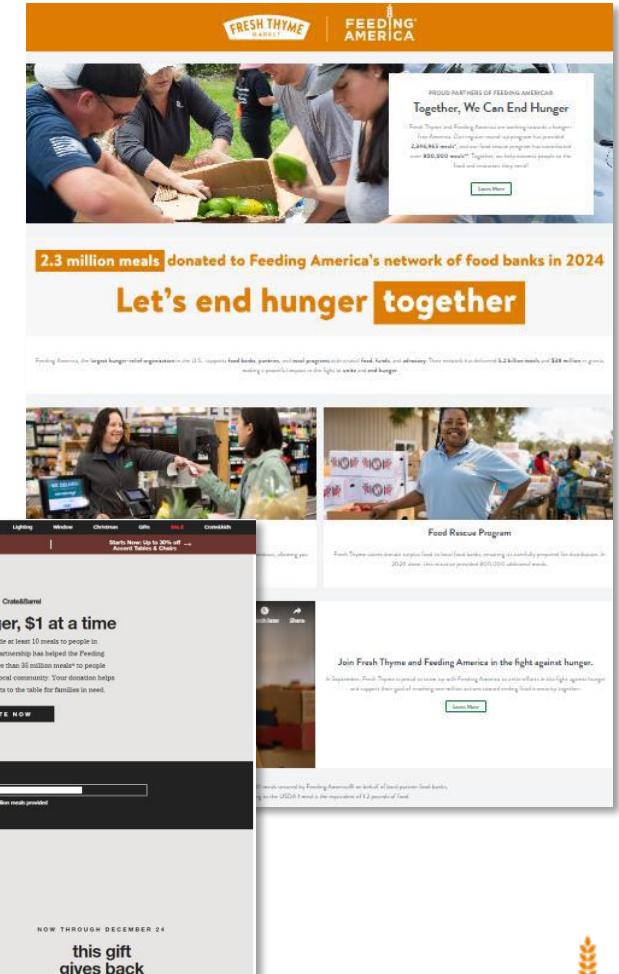
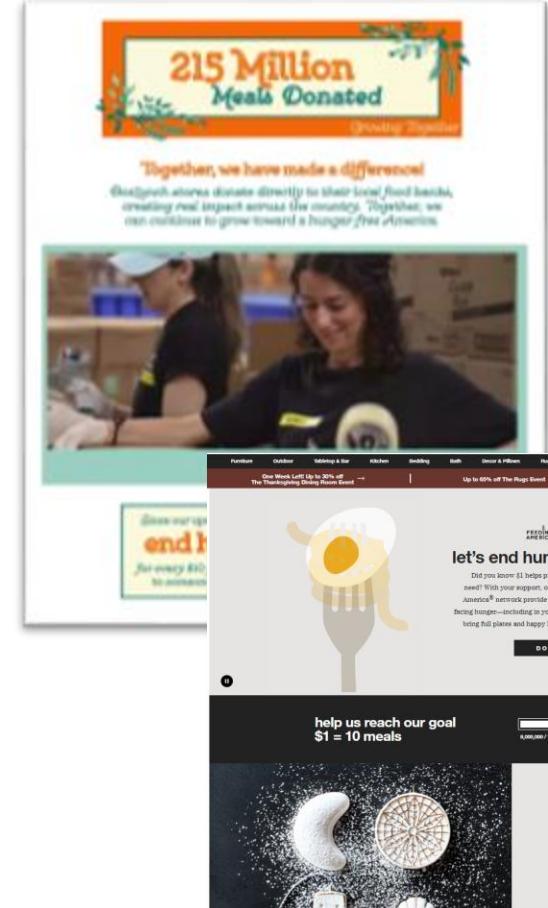
**Impact Metrics & Goals:** Display key statistics, goals, or milestones that show the positive impact of the partnership (e.g., meals provided, donations raised, volunteer hours).

**Call-to-Action (CTA):** Encourage visitors to get involved, whether through donations, volunteering, or sharing the cause on social media.

**Visuals & Branding:** Include high-quality images, videos, or infographics related to the partnership, such as joint branding, project highlights, or on-the-ground impact visuals.

**Storytelling:** Share human-interest stories or testimonials about the partnership's impact, from both the company's employees and those benefitting from Feeding America's work.

**Donation or Support Link:** Easy access to a donation portal or link to support Feeding America directly.



# THANK YOU!

We are excited to tell the story of our partnership together.  
Your stakeholders will learn about your impact, and you will  
inspire others to join the movement to end hunger.

Thank you for your partnership!