
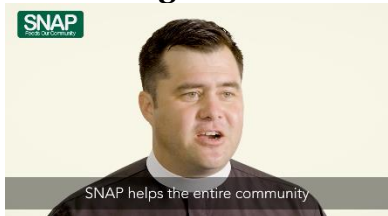







## Communications Toolkit

SnapFeeds.us

Asset	Description	Ways to Use
<p><b>SNAP Feeds Our Community Video</b></p>  <p>every generation gathering around the dinner table.</p>	<p>A two-minute video that highlights how SNAP is an extension of the community table that empowers individuals and supports the economy.</p> <p>Link to Video:  <a href="https://bit.ly/3UjMMhO">https://bit.ly/3UjMMhO</a></p>	<p>Share with your media contacts, push out on social media, and post to websites.</p> <p>Great for engaging audiences during virtual and in-person meetings.</p> <p><i>Sample Social Media Post:</i>            SNAP helps people afford to put food on the table. It empowers individuals and supports the economy. Watch a video to see how #SNAPFeeds our community. <a href="https://snapfeeds.us/">https://snapfeeds.us/</a></p>
<p><b>Vignettes</b></p> 	<p>A series of short vignettes featuring educators, a minister, a college student, a social worker, a doctor, business owners, and SNAP participants who highlight the power of the program.</p> <p>Link to Vignettes:  <a href="https://bit.ly/3RPbp4l">https://bit.ly/3RPbp4l</a></p>	<p>Share on social media, in newsletters, and on websites. Also great for including in media pitches.</p> <p><i>Sample Social Media Post:</i>            Hear compelling stories about how SNAP helps end hunger and strengthens our community. #SNAPFeeds. (add a bitly to the vignette you share)</p>
<p><b>One-Pager</b></p> 	<p>This visual asset highlights the benefits of SNAP and provides a glance on who the program supports.</p> <p>Link to One-Pager:  <a href="https://bit.ly/3DwysNh">https://bit.ly/3DwysNh</a></p>	<p>Share on social media, in newsletters and mailings. Share a printed version of the one-pager at in-person meetings.</p> <p><i>Sample Social Media Post:</i>            SNAP is a national, public program with major local impact. It provides a way for our neighbors to keep food on the table when times are tough. [Attach image of the one-pager in your post].</p>
<p><b>Digital Billboard</b></p> 	<p>This digital billboard is designed for indoor and outdoor advertising opportunities.</p> <p>Link to Digital Billboards:  <a href="https://bit.ly/3S97f7o">https://bit.ly/3S97f7o</a></p>	<p>Display at bus shelters, gyms, and health tv networks.</p> <p>Pricing for digital billboards are based on location and times selected and can start as little as \$20/day. This file is a hi-res PDF – please check with your media provider for full specifications.</p>

<p><b>Table Tent</b></p> 	<p>A convenient, self-standing and compelling asset to promote the campaign.</p> <p>Link to Table Tents:  <a href="https://bit.ly/3UhzRwX">https://bit.ly/3UhzRwX</a></p>	<p>Display the table tents in community health centers, meetings, conferences, and community events.</p>
<p><b>Customizable Script</b></p> 	<p>A script that you can modify for presentations about the campaign.</p> <p>Link to the Customizable Script:  <a href="https://bit.ly/3DN8FR9">https://bit.ly/3DN8FR9</a></p>	<p>Use for presentations or media interviews.</p>
<p><b>News Release</b></p> 	<p>Spread the news about the campaign with this model news release.</p> <p>Link to News Release:  <a href="https://bit.ly/3S8BCdT">https://bit.ly/3S8BCdT</a></p>	<p>Share widely with your media contacts and encourage local partners to include it in their newsletters.</p>
<p><b>Collaborative Google Document</b></p> 	<p>Get inspired by the strategies other groups are implementing to engage people in the campaign.</p> <p>Link to Google Document:  <a href="https://docs.google.com/document/d/1N9zwqrTqsqrTycwUcINL-fnDwSEjGybKDS13xWljUU/edit?usp=sharing">https://docs.google.com/document/d/1N9zwqrTqsqrTycwUcINL-fnDwSEjGybKDS13xWljUU/edit?usp=sharing</a></p>	<p>Add your own plans to the document so you can inspire others!</p>
<p><b>SNAP Feeds Website</b></p> 	<p>The interactive snapfeeds.us website is rich with videos and graphics explaining the power of SNAP. It also includes a Learn More section that includes your organization's logo and link to your site.</p> <p><a href="https://snapfeeds.us/">https://snapfeeds.us/</a></p>	<p>Share widely!</p>

Questions? If you would like input or guidance on implementing the campaign, contact FRAC's Communications Director, Colleen Barton Sutton at [csutton@frac.org](mailto:csutton@frac.org) or 703-203-7843.