

## 3. Promotion

Through your FMSC MobilePack event, you offer people in your community a real, tangible way to make a difference around the world. And when you get the word out about your MobilePack to your community in a timely and effective manner, you're more likely to draw the volunteers you need.

To help your Promotion Team, FMSC has created an online MobilePack Promotion Toolkit filled with publicity materials you can use to promote your event and maintain momentum. Be creative and have fun spreading the word about your event. Your community wants to know – and help!



AS SOON AS POSSIBLE

## Name your event

Your MobilePack needs a name – one that reflects your church, business or organization. Feel free to include “Feed My Starving Children” or “FMSC” in the name, but please make the event distinctly yours. If you choose to use “FMSC,” you must include “MobilePack” to avoid confusion from FMSC’s permanent sites and our national identity.

### EXAMPLES OF OTHER MOBILEPACK EVENT NAMES:

- » “Sioux Falls FMSC MobilePack”
- » “Bethlehem Lutheran MobilePack”
- » “From Hunger to Hope MobilePack”

Similarly, if you are creating an Event Website, you must also include “MobilePack” in the URL.

- » Examples: “phoenixmobilepack.org” or “fmscmobilepackinmiami.org”

### GO ONLINE



[fmsc.org/mobilepack/promotion-toolkit](https://www.fmsc.org/mobilepack/promotion-toolkit)

1. Download the materials. You’ll simply need any photo-viewing software and Adobe Reader. [Get a FREE Adobe Reader download here>](#)
2. Fill in your MobilePack information: event name, date(s), location and details.
3. Print at your home, office or a local printing company.
4. Promote your MobilePack around your community!

## Use FMSC’s MobilePack Promotion Toolkit

The materials and resources included with FMSC’s MobilePack promotion toolkit are available for download and use at [fmsc.org/mobilepack/promotion-toolkit](https://www.fmsc.org/mobilepack/promotion-toolkit). Just customize with your own local event information, using the blank fields.

### THIS TOOLKIT WILL HELP YOU:

- » Build relationships with your community and media.
- » Spread FMSC awareness in your area.
- » Fuel funds for your MobilePack and the FMSC cause.
- » FEED MORE KIDS!

## LOGOS

You may use these logos to help create a brand for your event.

**NOTE:** Please read and follow our FMSC guidelines. Please send your document to [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org) so our Marketing team can verify the correct use of our logo for your event.

### FMSC MOBILEPACK LOGOS



**Note:** When using the FMSC logo, please adhere to the FMSC Logo Standards. ([fmsc.org/logos](http://fmsc.org/logos))

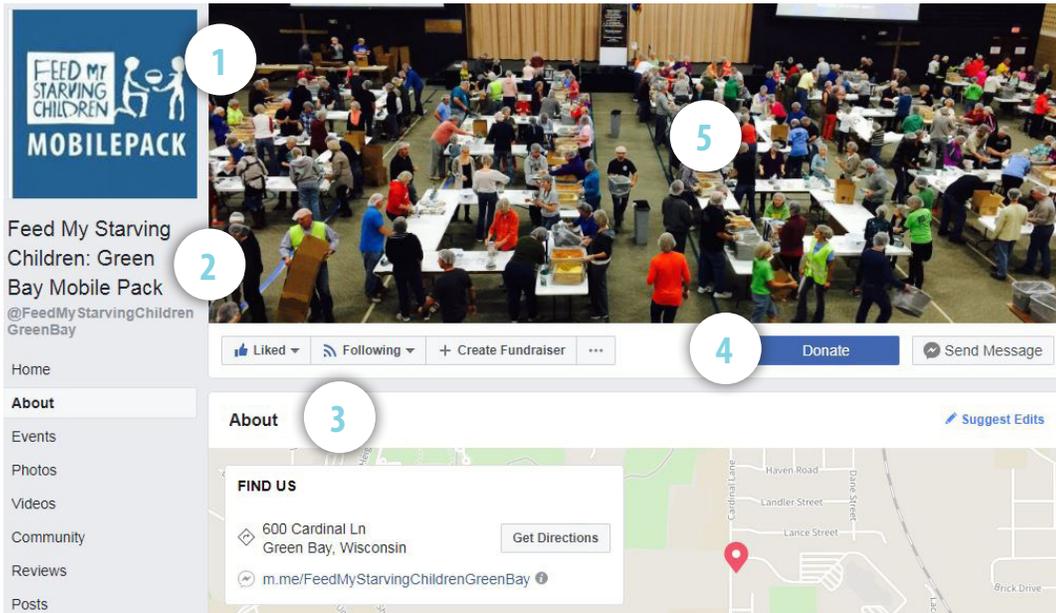
## SOCIAL MEDIA

Spread the word through social media! Create a Facebook page and Instagram and/or Twitter handles. Use this picture to get your social media profiles going! To differentiate your event from other MobilePack events on social media, include your location or host name in your page/account name/handle.



Facebook and Twitter Profile Pictures

## FACEBOOK EXAMPLE



1. Profile picture
2. Event name
3. Bio
4. Your FHQ website
5. Cover photo

## TWITTER EXAMPLE



1. Profile picture
2. Header photo
3. Event name
4. Bio
5. Your event location

## WHAT TO SHARE

- » Like Feed My Starving Children on Facebook.
- » Follow FMSC on Twitter.
- » Check out FMSC videos on YouTube.
- » Retweet, like, share and repost.
- » By sharing FMSC's stories, photos and videos with your volunteers, you will build excitement for your event
- » Email volunteers with a link to your social media pages and encourage them to like and follow for updates.

- » Everyone loves pictures! Take photos at your event to share on Facebook. Encourage volunteers to take some, too.
- » Send your volunteers one of FMSC's videos to show them the impact their meal packing will have around the world.

## ADVANCED TIPS

- » People hang out on social media at night. Share your updates then so more people will see it.
- » Consider creating a video of your MobilePack event to send to volunteers afterwards.



[facebook.com/FeedMyStarvingChildren](https://facebook.com/FeedMyStarvingChildren)



Find videos at [youtube.com/fmsc](https://youtube.com/fmsc).



[twitter.com/fmsc\\_org](https://twitter.com/fmsc_org)



[instagram.com/fmsc\\_org](https://instagram.com/fmsc_org)

*"It was awesome to see over 3,600 volunteers coming together, across four days, to pack more than one million meals! Additionally, we collected 2,500 non-perishable food items for the local community." – FMSC MobilePack Host*

## LETTERS

For more direct, personal contact, use FMSC’s MobilePack letterhead (located at this link: [fmsc.org/mobilepack/promotion-toolkit](http://fmsc.org/mobilepack/promotion-toolkit)). Formatted to tri-fold into a No. 10 window envelope, the letterhead allows you to insert your MobilePack event name, number and location.



## MEDIA COVERAGE

Your local media is always interested in unique, visual events that involve the community. Reach out to the public through your local broadcast and print news media!

### SIMPLY:

- » Download the FMSC MobilePack media advisory from our MobilePack Promotion Toolkit and save to your computer.
- » Fill out the yellow sections with your event and contact information.
- » Send to [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org) for approval before you distribute it.

Upon request (email [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org)), FMSC staff can help you assemble a media list (list of journalists in your area) and arrange a free consultation with one of our local PR experts on how to best promote your event. If you’re interested in either service, please email us at [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org).



First Name	Last Name	Outlet	Role
Brian	Gehring	The Bismarck Tribune	Reporter
Kelly	Hagen	The Bismarck Tribune	Freelance journalist, Co
Karen	Herzog	The Bismarck Tribune	Reporter
Jason	Lueder	The Bismarck Tribune	Web content editor
Jenny	Michaeli	The Bismarck Tribune	Reporter
Steve	Wallick	The Bismarck Tribune	Editor
Mindy	Gonzales	The Bismarck Tribune	Assistant Editor
Linda	Harsche	North Dakota Education News	Editor
Dawn	Scott	KQDY-FM	Host
Steve	Bakken	Clear Channel Communications	Host
Marge	Grosz	Clear Channel Communications	Editor
Joel	Melanie	Dakota Catholic Action	Editor
William	Mitzel	Dakota Catholic Action	Editor
Bill	Hickok	KBMR-AM	Host
Genia	Kelley	KBMR-AM	Host
Charlie	Williams	KBMR-AM	Program Director
Clarissa	Lynn	KBMR-AM	Host
Sue	Eider	KBMY-TV	Program Director
Dean	Mastel	KKCT-FM	Management, Program
Jason	Hulm	KDYZ-FM	Host, Producer, Assign
Todd	Mitchel	KFYR-AM	Host, Producer, Assign
Phi	Parker	KYTY-FM	Host
Merica	Hannan	KFYR-AM	Host
Alan	Miller	KFYR-AM	Host, Assignment Desk
Jim	Sande	KMOT-TV	Host
Retha	Colclasure	KFYR-TV	Program Director
Kristin	Clouston	KFYR-TV	Reporter, Assignment C
Michelle	San Miguel	KFYR-TV	Reporter
Cliff	Naylor	KFYR-TV	Reporter
Jennifer	Joas	KFYR-TV	Host, Reporter
Jr	Havens	KFYR-TV	Host
Jessica	Roose	KFYR-TV	Reporter
Jerime	Novak	KFYR-TV	Producer, Reporter
Nicole	Desrozier	KFYR-TV	Producer
Ayssa	Marino	KFYR-TV	Reporter, Host
Chris	Ryan	KKCT-FM	Program Director
Bob	Denver	KQDY-FM	Programming, Manager
Jay	Dylan	KQDY-FM	Host
Sai	Hardt	KQDY-FM	Program Director

## CUSTOMIZED SHIRTS FOR PROMOTION AND FUNDRAISING

Wear your marketing! Personalize FMSC's shirts with your own logo, date and location. Use them to wear, sell or give to event sponsors prior to the event to help with promotion and fundraising.

### ON YOUR OWN:

You can design your promotional items yourself and have them printed at a local printing business. If you would like to design your own custom event shirt or other merchandise, please email the design to [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org) for approval prior to printing.

### THROUGH FMSC:

Customizable shirts and a variety of other FMSC items are available.

Check out [fmscmarketplace.org/collections/fundraising](http://fmscmarketplace.org/collections/fundraising) for more details. Questions? Contact [customerservice@fmscmarketplace.org](mailto:customerservice@fmscmarketplace.org) or call 612-412-5952.



## Work with other teams

AS YOU PROMOTE YOUR EVENT, BE SURE TO COLLABORATE WITH YOUR FUNDRAISING AND VOLUNTEER TEAMS. YOU CAN:

- » Include the link to your event's FHQ site on your flyers and posters (See Ch. 4 Fundraising).
- » Advertise the date that volunteer registration will open to the public (if applicable).
- » Send out updates with fundraising and volunteer needs as the event gets closer.

## Don't promise a particular food destination

FMSC works with distribution partners in about 70 countries. Each partner goes through an extensive approval process, which helps FMSC get food to those who need it most on a monthly basis. Although we'll follow up with you after your event to let you know the final destination of the meals you packed, we don't often know this in advance for reference in your promotional materials. **We cannot, for example, promise your MobilePack meals will go specifically to Haiti, so we ask you not to name specific countries or partners ahead of time.**

If you have an existing relationship with one of FMSC's distribution partners, let your FMSC Development Advisor know. In some cases, it's possible to designate your event's meals to that partner. If this happens, and FMSC approves, you can use that partner's name and/or country in your promotion materials.

Our partners share great life-changing stories that FMSC will, in turn, share with you after the food packed at your event has reached its final destination. Often, these stories and photos are great material for you to use in promoting your next MobilePack event!



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## Promotion Team notes

Set up your own website or publicize your FHQ fundraising website. (See Page 42 under Fundraising)

**Event website:** \_\_\_\_\_

**Event Facebook page:** \_\_\_\_\_ **Event Twitter handle:** \_\_\_\_\_

**Event Instagram handle:** \_\_\_\_\_

**Potential locations for posters:**

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**Potential media outlets (or request a local media list at [mobilepackpromotion@fmsc.org](mailto:mobilepackpromotion@fmsc.org)):**

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**Team members (contact info):**
