



Tips on how to publicize your event

Make a Flyer

Be creative but also provide key information. Include:

- Suggested foods for contribution (specific items requested by the **Agapè Centre**, non-perishable foods, gift cards)
- Date, time and location of the event
- Brief information on the **Agapè Centre** who will receive the food
- Look at other food drive flyers to get ideas

Distribute the Flyer

Consider posting the flyer at schools, faith-based organizations, community centers and public places frequented by people including grocery stores, coffee shops, libraries, etc. Email your flyer as an attachment to your friends and families.

Register your event with the **Agapè Centre**

It isn't mandatory, but when you register your event with us, we will post it to our website, facebook and twitter to help you get more exposure. Take photos of your event and then send them to us. You can find more info on our website, www.agapecentre.ca.

Word of Mouth Goes a Long Way

Spread the word to your friends, family, neighbors, and co-workers. Talk to them in person or use e-mail or social media (e.g., Facebook, Twitter) to get the word out. Ask them to spread the word as well. Approach everyone with a friendly, positive attitude. Explain that it will be a fun event focused on a great cause. Use message boards – both online and the old-fashioned way.

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How to Contact the Media

E-mail basic details of the event, using plain text without any fancy graphics to our local newspapers. Put the event's date in the subject line. The e-mail should include:

- Name of event (_____ Food Drive)
- Complete date and time of the food drive
- How much food you are hoping to assemble for the **Agapè Centre**
- Any special guests or events
- Your contact information (for further questions)

Send your announcements at least two weeks before the food drive day. Follow up with reporters several days after the event to announce the results of the drive, the approximate number of donors and volunteers and where the food will go. Send this information to the same media list.

A list of some local media

The Cornwall Daily News news@thecornwalldaily.com

The Local Seeker editor@thelocalseeker.com

The Standard Freeholder cheryl.brink@sunmedia

The Seaway News todd.lihou@tc.tc



Publicize the Food Drive – Before and After

- Use the attached **Food Drive Flyer Guide** to help create your own flyer.
- You can download flyer templates from www.agapecentre.ca.
- Ask permission to display flyers, posters or postcards at coffee shops, libraries, malls and local businesses. Invite local businesses to participate with you.
- Ask local community members to promote the food drive through their local place of faith, clubs, community groups, etc.
- Invite a local celebrity – a sports star, your mayor or a radio show host – to highlight the need for food and promote the event.

[Food Drive Flyer Guide on the next page](#)



Food Drive Flyer Guide

When creating your flyer, remember to include the 5Ws.
Who. What. Where. Why. When.

What

Where

When

Why

Who

Flyer tip: Make sure your flyer is easy to read and isn't too cluttered.