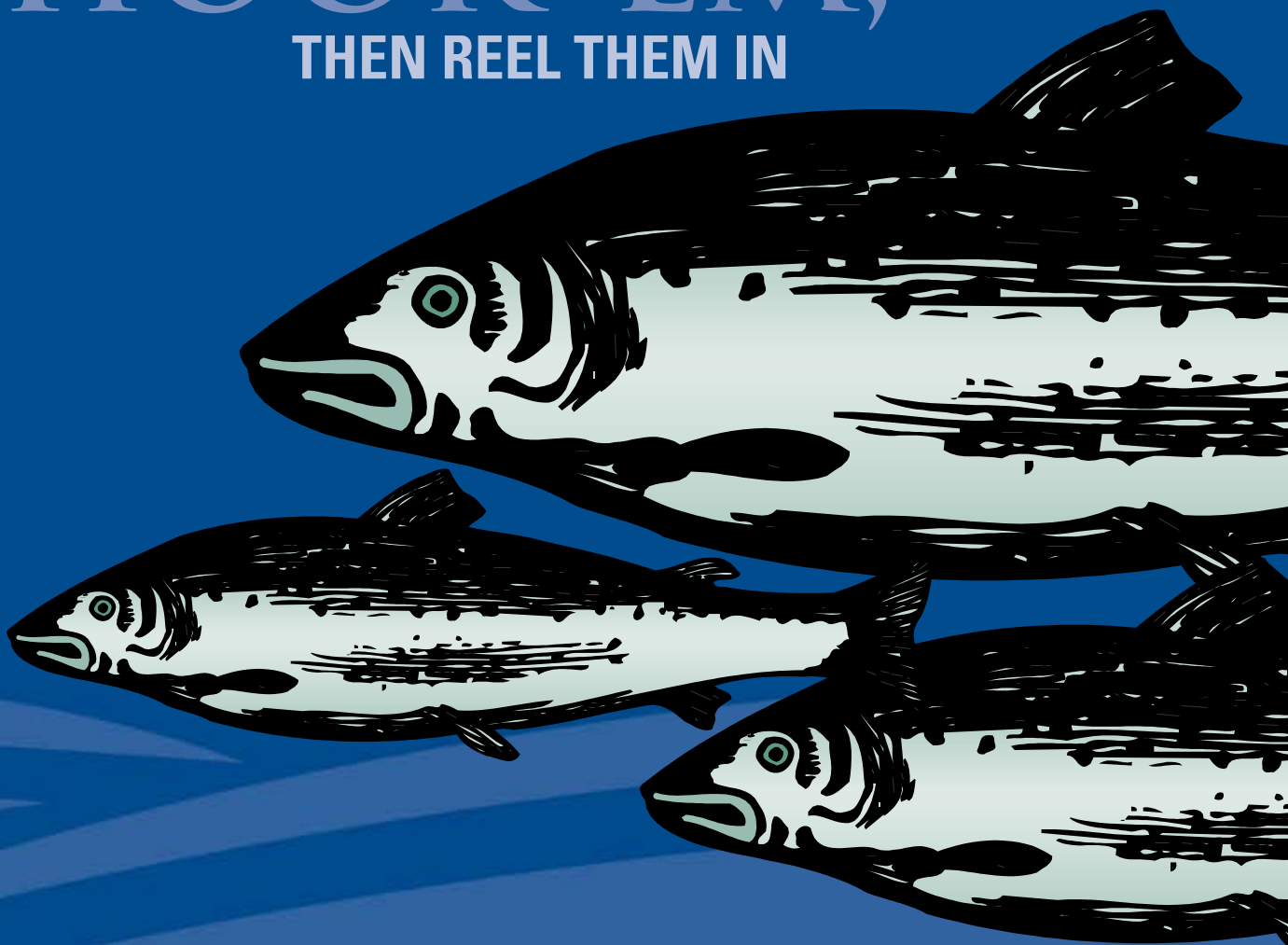


2

HOOK 'EM, THEN REEL THEM IN



MAXIMIZING OUTREACH EFFORTS THROUGH PARTNERSHIPS

How can partnerships help my organization with outreach?

Although you can conduct food stamp outreach alone, your efforts will be more successful if you work with like-minded organizations. Since only local food stamp offices can certify clients for benefits, one of your most critical partners is your local food stamp office.

Partnerships with other groups can expand your ability to get the word out about food stamp benefits by:

- Providing new avenues of communication;
- Increasing the visibility and credibility of your message through a unified community voice;
- Leveraging your limited resources, and making sure your efforts are not duplicative.

Here is what you will find in this section:



KEYS TO:

Partnership
Development

- ➔ Ten steps for establishing a partnership;
- ➔ Useful template materials that can be tailored for local needs; and
- ➔ Examples of partnership materials.

What if I have questions about outreach and partnerships?

Go to the Food Stamp Program web site at <http://www.fns.usda.gov/fsp/outreach/default.htm>. There you will find free materials, such as posters, brochures and flyers, to order as well as general information about outreach, outreach strategies, and promising practices.

Learn from your colleagues by joining the Food Stamp Outreach Coalition, a nationwide network of advocacy groups and partner organizations that works to promote the health and nutrition benefits of the Food Stamp Program. Formed in 2003, this core group of national food banks, community and faith-based groups, and service organizations works together to end hunger and improve nutrition.

For more information about the Coalition, please visit the web site at <http://www.fns.usda.gov/fsp/outreach/about.htm>. You also will find a listing of national partners that may have a local chapter with which you can collaborate.

What are the steps for developing and maintaining a partnership?

You can establish a partnership by following 10 simple steps. These steps may also be helpful if you are approached by another community organization or a local food stamp office seeking a partnership with you.



10 STEPS TO DEVELOPING AND MAINTAINING A PARTNERSHIP

- 1 Inform your local food stamp office
- 2 Select a target audience
- 3 Determine which partners will effectively reach the target audience
- 4 Research and get prepared
- 5 Contact your prospective partners
- 6 Jointly establish your outreach plan
- 7 Confirm the partnership roles and responsibilities
- 8 Stay in touch with your partners
- 9 Evaluate your partnership
- 10 Share your success

STEP 1 | INFORM YOUR LOCAL FOOD STAMP OFFICE

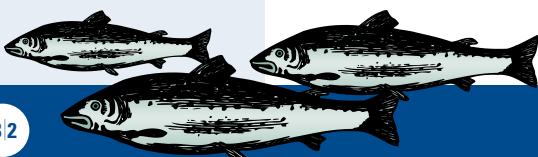
One of your most important partners is your local food stamp office. You may need to work through these 10 steps with your local food stamp office even before you work through them with other potential partners. It is important to keep the food stamp office informed and updated as you move forward with your plans with other partners.

There are several important reasons to inform your local office at an early stage in your planning:

- Only a local food stamp office can certify eligible participants. Local offices need to know to expect new customers as a result of your outreach so they can adequately prepare.
- The local office may want to assess its customer service procedures before the partnership launches as another way to prepare for new customers. To be successful, work together to make sure there are no customer service barriers when potential applicants contact the local office.
- The local office may need to review outreach activities already in place at the county and State level, as well as State policies on specific aspects of partnership.
- If you plan to discuss the optional State outreach plan with your local office, give the local office time to find out if the State has an optional outreach plan. If the State doesn't already have a plan, it may be something to explore as a possible funding source for your partnership. If the State has a plan, explore how your agency can be included.

The local office can also provide or help you obtain a wealth of information, including:

- Data on the underserved populations in the community;
- Updates on the outreach they are already doing, so you can enhance their efforts;
- Details about local office services, phone numbers, locations, and hours;
- Application forms and informational materials;
- Assistance with tracking and administrative data; and
- Training for your employees, partners or volunteers.



STEP 2 | SELECT A TARGET AUDIENCE

Figure out what populations you want to reach through your partnership. National FSP data shows that the most hard-to-reach and underserved populations are seniors (age 60 and older), immigrants, and the working poor. However, the target audience for your community may be different.

For example, your community may have a large number of homeless individuals or unemployed people. You can:

- Talk to others in your office and in other community groups about which populations in your community tend to be underserved.
- Work with your State and local food stamp office to review State- or community-specific information on underserved populations.

STEP 3 | DETERMINE WHICH PARTNERS WILL EFFECTIVELY REACH THE TARGET AUDIENCE

To decide whom to choose as partners, brainstorm and make a list of organizations that your target audience trusts and uses. Seek advice from others:

- Ask the local food stamp office what organizations they work with and may be trusted by their clients.
- Ask staff in your office which organizations they work with on a regular basis.
- Take advantage of any advisory groups or county boards that work with your organization to find out more about how best to reach the target group.
 - * Ask existing partners for input about other groups that should be involved in community outreach.
- Ask your own customers for the names of groups with which they come into contact.

See page B 10 for a list of potential partners.



SPECIAL CONSIDERATIONS FOR BUSINESS PARTNERS

Although local businesses have a genuine interest in helping out the needy in their community and will most likely have a formal community relations staff member, they also are driven by profit motivation and will have to think about their bottom line. If you plan to approach a local business or retailer about partnership, you may have to emphasize the economic arguments for participation expansion more than others. (See “Introduction” section for Food Stamp Program fact sheet.) Be sure you can tell retailers how food stamp participation helps their business thrive. Be sure you can tell employers how participation in the Food Stamp Program will help their employees.

See page B 11 for a list of activities for outreach partnerships.

STEP 4 | RESEARCH AND GET PREPARED

Increase your chances of success by being prepared before you contact your prospective partner.

RESEARCH

Take some time to learn as much as you can about your prospective partner. Make sure you understand the role the organization plays in the community and whom the organization serves. Following are some ways you can do this:

- Ask others in your office what they know about the prospective partner.
- Ask if anyone in your office has the name of a contact.
- Study the organization’s web site.

GET PREPARED

Collect your ideas. Be prepared for questions your partner may ask. Be sure you can:

- Provide a brief overview of your organization.
- For community partners, promote the health and economic benefits of the Food Stamp Program. (See page 35)
- Present the partnership as a “win-win” situation for all parties.
- Explain the role partners can play to assist potentially eligible people in accessing the Food Stamp Program. (See pages 34 for a list of ideas)
- If the food stamp office is one of your partners, explain the role the local office plays in your project.
- Discuss the importance of the project and why a potential partner should work with you to help their customers learn about and apply for food stamp benefits.



STEP 5

CONTACT YOUR PROSPECTIVE PARTNER

As you approach potential partners, remember that enthusiasm goes a long way. But if a potential partner says no to your ideas, don't get discouraged. Your ideas might not fit into their schedule right now. There will be other partnership opportunities. Try the next organization on your list.



CALL

First, call the potential partner to start the ball rolling and gauge their interest. Here are some tips for making this initial call:

- **Practice** the talking points in advance. Do this regardless of whether you are talking to an acquaintance or someone you don't know. (See the "Media Outreach" section for a pitch script.)
- **Don't just read** directly from the script; personalize and use a conversational tone.
- **Be respectful** of your contact's time; ask if it is a good time for a conversation.
- **Offer to schedule** an appointment to conduct a meeting in person.
- **Invite** them to your offices for a tour and a brief overview of the food stamp application process.



WRITE

If you can't reach your contact by phone, send an e-mail or letter. The following are some tips on composing your e-mail or letter:

- **Personalize and localize** the information as much as possible. Your partner will want to know why you selected their group and what role you will want them to play in the project. (See the sample partner letter on page 33.)
- **Keep the letter short** and to the point.
- **Proofread** your letter before sending it out.
- **Promise to follow up.** Don't wait for a call. Post a reminder on your calendar and call back in a few days.



MEET

If you have scheduled a meeting with your partners, here are some helpful tips for a successful meeting:

- **Confirm the meeting** date, time, and any equipment a day or two before the scheduled meeting.
- **Consider sending** your partner an agenda and some informational materials by e-mail or mail before the meeting.
- **Tailor your presentation** to your audience. Take along materials from this toolkit or your agency that are appropriate to your audience, and leave materials for the partner to review after the meeting.
- **Provide your partners with information** about the food stamp application process. If you are talking with a local food stamp office, discuss how your organization will submit the application forms. Clear procedures are needed to protect the date the application was filed.
- **Be clear about your role** in this project.
- **Be clear and direct** about how you would like them to be involved.
- **Be clear on funding.** If there is no funding available, be sure that is understood.
- **Bring your partnership ideas** to the table.
- **Listen to the ideas** your future partners have.
- **Look professional,** be on time, and be respectful of their time.



STEP 6 | JOINTLY ESTABLISH YOUR OUTREACH PLAN

Once you and your partner have agreed to work together, take some time to jointly establish a plan for your outreach. Discuss your goals and the strategies or activities you will use to reach those goals.

USING VOLUNTEERS

Volunteers are enthusiastic and eager to help. If your plans call for the use of volunteers, be sure you discuss these issues with your partner as well:

- How will you train volunteers to let them know what they can or can't do? For example, they can schedule appointments and fill out application forms, but they cannot certify households for food stamp benefits.
- How will you educate volunteers about the FSP?
- How will you handle volunteer turnover?
- How will you thank your volunteers?

Examples of outreach goals:

- Educate people about the nutrition benefits of food stamp benefits.
- Increase the number of applicants that fill out and file an application form for food stamp benefits at locations other than the food stamp office.
- Increase the number of individuals prescreened for food stamp benefits.
- Increase the number of callers to your or the local/State toll-free number.
- Develop a local web site which will contain community resources or other information.
- Increase the number of hits to your web site, if applicable.
- Promote the location containing the food stamp application form or prescreening tool, if applicable.
- Distribute application forms at locations such as food banks.
- Promote the EBT card to possible participants as a confidential way to receive benefits.
- Promote extended hours.

You will also want to discuss the following issues with your new partner:

- How many people do you want to reach?
- What are the roles and responsibilities of each partner?
- How will funding be handled?
- How will you evaluate your work?
- How will problems be resolved?



STEP 7 | CONFIRM THE PARTNERSHIP ROLES AND RESPONSIBILITIES

Confirm your partnership arrangements in writing by sending a letter to your new partner. If the partnership is straightforward, this document can be simple. Just list the details of the partnership. You may want to include a summary of the role and responsibilities of each partner. For an example, see the end of this section.

STEP 8 | STAY IN TOUCH WITH YOUR PARTNERS

Once your partnership is established and outreach is underway, keep your partners informed and involved. It is especially important to keep the local food stamp office informed of your work. Give them advance notice of any events or special projects that you host.

Here are some suggestions to help maintain your partnership:

- Update your partners on activities. Be sure to call or meet periodically to check in on how things are going.
- Send periodic thank-you notes to partners and volunteers. Let them know how many new people are getting the benefits of the FSP as a result of their efforts.
- Offer to include your partners in promotional activities, like a newsletter or an event.



KEYS TO:

Establishing
and Maintaining
a Strong
Partnership

- ⇒ **Present** the partnership as a “win-win” situation for all parties.
- ⇒ **Agree** on goals and objectives.
- ⇒ **Develop** clearly defined roles and responsibilities.
- ⇒ **Practice** clear and frequent communications.
- ⇒ **Show** appreciation through recognition.



STEP 9 | EVALUATE YOUR PARTNERSHIP

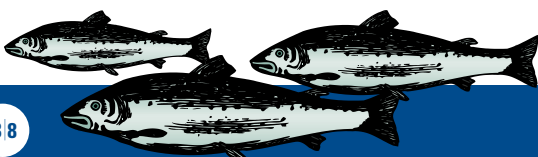
Although partnerships can be time-consuming, they can also be a valuable part of your work. It is important to track the value of these collaborations so that you can find out if you met your goals, and what did and didn't work. You can use either process measures, outcome measures, or both, depending on the nature of your partnership.

PARTNERSHIP PROCESS MEASURES

- Has the number of partnerships increased since you began your alliance-building program?
- When you established your partnerships, you began with a clear list of expectations. Are those expectations being met?
- Do staff who are working on the partnerships feel it is proceeding well?
- Do your partners approach you with new and creative ideas for working together?
- Have your partners provided you with new information and expertise?

PARTNERSHIP OUTCOME MEASURES

- Have you seen an increase in calls to your local number?
- When clients call or visit the local food stamp office, are they asked how they learned about the Food Stamp Program? Was it from your outreach effort? If these clients were a part of your project, does the local office staff think they are better prepared (for instance, form filled out, verification documents in hand) for the certification interview?
- Work with the local food stamp office to assign a code (like color, label, or number) for your organization that is placed on all applications that you distribute. Ask the local office if they can track this information and report back to you.
- Has your ability to reach the target audience improved? Have more people from the target audience called or come into your office or visited the local food stamp office as a result of a partnership?
- If you host an event, such as prescreening at a grocery store, track the number of people in attendance and the number of applicants prescreened for food stamp benefits.
- If certification interviews are conducted, work with the local office to track how many.
- If informational materials were distributed, track what materials were used and how many were given out.
- Did your partner help generate media coverage that increases the awareness of food stamp benefits? Keep track of the media clips.



STEP 10

SHARE YOUR SUCCESS

Once you have been able to demonstrate success, share it! By sharing your partnership successes, other organizations will clearly see the value and benefits of joining in the outreach effort. You can:

- Mention your current partners when you are at meetings and conferences.
- Write up your success and submit it on the Food Stamp Program's Promising Outreach Practices web page. (See the Promising Practices section of the toolkit for more information.)
- Nominate your local office as a Hunger Champion. (See this web site for more information: <http://www.fns.usda.gov/fsp/outreach/heroes.htm>.)



POTENTIAL PARTNERS

COMMUNITY SERVICE GROUPS	
<ul style="list-style-type: none"> • Food banks and pantries • Community action agencies • Homeless shelters and soup kitchens • Family support centers (e.g., day care, domestic violence shelters, literacy, utility assistance programs) 	<ul style="list-style-type: none"> • Legal Aid • Salvation Army • Goodwill • Voluntary Income Tax Assistance (VITA) locations
FAITH-BASED ORGANIZATIONS	
<ul style="list-style-type: none"> • Churches • Temples 	<ul style="list-style-type: none"> • Mosques • Synagogues
CITY, COUNTY, STATE, OR FEDERAL GOVERNMENT	
<ul style="list-style-type: none"> • Local food stamp offices • Local health department • Employment assistance offices, including one-stop career centers • Schools • Department of Motor Vehicles • Property tax offices 	<ul style="list-style-type: none"> • Mayor or city or county officials • Housing projects • Federal agencies (for prisoners with imminent release) • Local Social Security office • Local military bases or installations • Local or regional IRS offices
BUSINESS AND LABOR	
<ul style="list-style-type: none"> • Employers • Grocery stores • Local unions 	<ul style="list-style-type: none"> • Transit providers • Utility companies
MEDICAL COMMUNITY	
<ul style="list-style-type: none"> • Doctors • Hospitals 	<ul style="list-style-type: none"> • Pharmacies • Community Health Centers
SENIORS' GROUPS	
<ul style="list-style-type: none"> • Assisted living facilities • Area Agencies on Aging 	<ul style="list-style-type: none"> • AARP chapters • Meals-on-Wheels program
IMMIGRANT GROUPS	
<ul style="list-style-type: none"> • Local consulates • Clubes de Oriundos 	<ul style="list-style-type: none"> • Immigrant service organizations (e.g., the Michoacan Federation, Lao American Community Service)
MEDIA ORGANIZATIONS	
<ul style="list-style-type: none"> • Radio • TV 	<ul style="list-style-type: none"> • Newspapers • Internet



ACTIVITIES FOR POTENTIAL OUTREACH PARTNERSHIPS

Community groups/agencies/other organizations can:

- Conduct food stamp eligibility prescreening.
- Provide application assistance. Distribute food stamp application forms and help potential clients fill out the forms. Explain to potential applicants what types of information and documentation the local food stamp office will need in order to complete the application process.
- Provide translation services, when appropriate.
- Include information about the nutrition and health benefits of the Food Stamp Program in newsletters or other local outreach materials.
- Post posters or flyers in lobbies, waiting areas, employee break areas, health clinic checkout areas, nutrition education rooms, etc.
- Post information on their web site and link to Step 1, the FNS eligibility prescreening tool.
- Provide food stamp information or giveaways at community events such as health or county fairs.
- Host a "nutrition/health fair" to promote food stamp benefits.

Retailers/grocers can:

- Play PSAs on in-store radio.
- Include flyers and brochures in mailings and weekly circulars.
- Include food stamp benefit information on store receipts and in grocery bags.
- Print FSP information on grocery bags. Make it lively--a grocery bag image containing the national toll-free number is available from USDA. (Graphic is included on disc in this toolkit.)
- Advertise food stamp information on grocery carts.
- Design, produce, and post promotional materials about food stamp benefits in the store — posters, banners, floor graphics, recipe cards, etc. (Logos for graphic design are included on the disc in this toolkit.)
- Provide food stamp information in the checkout display area.
- Underwrite paid advertising on local media.
- Underwrite printing of outreach materials.
- Allow eligibility prescreening to be conducted in the store or outside of it.

more >



ACTIVITIES FOR POTENTIAL OUTREACH PARTNERSHIPS

Pharmacies can:

- Include FSP information on the patient information form that is stapled to prescription drugs.
- Include information in circulars.
- Air PSAs on in-store radio.
- Advertise food stamp information on shopping carts.
- Post information on pharmacy web sites.
- Encourage sponsorship of health fairs where prescreening for benefits can take place.

Employers can:

- Include FSP information in new employee packets, newsletters, job training programs, etc.
- Put a notice about a local or national toll-free number on check stubs.
- Make periodic announcements about the FSP over the intercom system.
- Post FSP information on bulletin boards.

Transit companies can:

- Provide free advertising space on bus shelters, buses, and subways/light rail.
- Include flyers and brochures in mailings.

Utility companies can:

- Put food stamp benefits information in newsletters.
- Print information on utility bills.
- Enclose insert along with invoice.
- Allow organizations to give out informational materials or prescreen for food stamp benefits onsite.

Media organizations can:

- Air public service announcements (PSAs). (See the PSA section of this toolkit for further information.)
- Provide a disc jockey or on-air celebrity to be the official spokesperson of your outreach effort, or make an appearance at community events, such as a "nutrition fair."
- Serve as a media advisor to your outreach efforts.
- Introduce groups to local advertisers who may be interested in funding newspaper, radio, or TV ads.



GET INVOLVED!

PARTNERS WITH A COMMON GOAL

Community and faith-based groups, retailers, and antihunger advocacy groups across the country have a common goal to reduce hunger and improve nutrition.

STRENGTH IN NUMBERS

By coming together in partnership, we can advance our efforts to inform individuals and families in our communities about the FSP, ensuring that everyone can eat right, even when money's tight.

RAISING AWARENESS

There are a number of ways you can help inform members of your community about the nutrition benefits of the Food Stamp Program.

WAYS TO INFORM MEMBERS OF YOUR COMMUNITY

- Order and hang free “Food Stamps Make America Stronger” posters or flyers on bulletin boards in offices, lobbies, or lunch/break rooms.
- Provide free Food Stamp Program resources including USDA’s free trifold brochures and bookmarks (available in English and Spanish) for waiting rooms, health fairs, libraries, and community centers.
- Insert free Food Stamp Program materials in grocery bags, informational packets, new employee materials, etc.
- Include the Food Stamp Program toll-free number or web site (www.fns.usda.gov/fsp) on promotional pieces such as posters, flyers, milk or egg cartons, paper or plastic bags, store receipts, and in-store displays.
- Include information about Step 1, the FSP’s online prescreening tool, in promotional pieces or make arrangements with employers or senior groups to allow individuals to use the prescreening tool to learn their possible eligibility for food stamp benefits.
- Publish an article about the nutrition benefits of the Food Stamp Program in your employee or group newsletters and magazines.
- Broadcast Food Stamp Program public service announcements (PSAs) at your store or company or use your contacts to get donated time at radio stations. PSAs can be downloaded from www.fns.usda.gov/cga/radio.htm.
- Add a link to www.usda.gov/fsp from your web page.
- Host a special food stamp prescreening event, cooking demonstration, or information fair.
- Volunteer at an activity to raise awareness about the Food Stamp Program (options could include helping at a food pantry or food bank, soup kitchen, or prescreening event).
- Subscribe to the Food Stamp Outreach Coalition listserv and learn about other outreach efforts taking place across the country. To join, send an e-mail to fsoc@fns.usda.gov.



PARTNER LETTER TEMPLATE

[DATE]

[NAME]

[TITLE]

[BUSINESS/ORGANIZATION]

[ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Mr./Ms. [NAME]:

The Food Stamp Program is the first line of defense against hunger. On behalf of [ORGANIZATION NAME], I am writing to invite you to lend your support to [STATE/CITY/TOWN'S] food stamp outreach effort by *[Describe the request — an activity you would like the organization to participate in, such as: hosting a health fair or prescreening event; volunteering; distributing informational flyers; promoting events; etc.].*

The goal of this outreach effort is to ensure that everyone who is eligible for the Food Stamp Program knows about the program and is able to access benefits. Our organization is helping to promote the nutrition benefits of the FSP.

[Provide local information on what your organization is doing, who you plan to target in your campaign, and the need in your community (number of potentially eligible individuals that are not being served for this type of effort.)]

We hope you will join us in supporting [ORGANIZATION or COALITION NAME's] outreach efforts; we would be honored to work with you. With your support, we are confident that we can reach more of [CITY/STATE's] individuals and families not yet enrolled in the Food Stamp Program. By participating, *[List benefits to organization such as: reinforces position as community leader; provides opportunity for positive media exposure; offers community service opportunities; etc.].*

I will contact you in the next few days to further discuss the vital role you can play in helping our community. In the meantime, feel free to contact me at [PHONE NUMBER] should you have any questions. I have also enclosed additional information on food stamp benefits for your review.

Again, we hope you can join us in supporting this important effort, and look forward to speaking with you soon.

Sincerely,

[NAME]

[TITLE]

Enclosures

How can I initiate a partnership? If a relationship is not currently in place, a good way to initiate a partnership is by sending a letter to a community relations, marketing, or communications contact. Your letter should outline your outreach effort, provide background information on your organization and the Food Stamp Program, and describe the nature of your partnership request. Following is a template letter that you can use with your own letterhead.

**FIND THIS
TEMPLATE
on the
accompanying
disc!**



PARTNERSHIP AGREEMENT LETTER TEMPLATE

[DATE]

[NAME]
[TITLE]
[BUSINESS/ORGANIZATION]
[ADDRESS]
[CITY], [STATE] [ZIP CODE]

*Highlighted are
some examples
of what you
might include
in this letter.*

Dear Mr./Ms. [NAME]:

Thank you so much for agreeing to partner with [NAME OF YOUR ORGANIZATION] to help us reach those low-income individuals and families in our community who can benefit from the Food Stamp Program. Our partnership is part of a larger national effort to ensure that everyone who is eligible for food stamp benefits receives them.

Below is an outline of the partnership specifics we discussed:

In-Kind Donations

- Financial contribution for production of materials such as pamphlets, bus/subway ads, bus/subway shelter ads, pot holders, recipe cards, etc.
- In-store space to conduct nutrition events, prescreenings, etc.
- Placement of PSA or donated print advertisement space, etc.
- Personnel support to help fill out food stamp application forms, obtain verification documents, etc.

Promotional Opportunities

- Appearance of company name in food stamp media materials.

Visibility–Advertising, Media and Event Signage

- Your company’s logo on food stamp signage and in outreach materials.
- Opportunity for a company representative to attend/participate at event(s).

We’re so glad you see the value of partnering on such an important outreach effort. Please feel free to call me at [PHONE NUMBER] with any questions. Thank you once again.

Sincerely,

[NAME]
[TITLE]

Within your community, there may be a host of potential partners interested in joining your effort to boost Food Stamp Program enrollment and inform people of the nutrition benefits of the program. Retailers, businesses, community-based organizations, and government entities can all play a vital role in food stamp outreach.

**FIND THIS
TEMPLATE
on the
accompanying
disc!**



10 IDEAS FOR RETAILER FOOD STAMP PROGRAM OUTREACH

Help your customers learn about the nutrition benefits of the Food Stamp Program. Food stamp benefits bring Federal funds into your community that can increase sales at your store. With food stamps, your low-income customers can purchase more healthy foods such as fruits and vegetables, whole-grain foods, and dairy products. As a retailer, you can:

1. DISPLAY food stamp posters, flyers, magnets, and other materials. Go to <http://www.fns.usda.gov/fjsp/outreach/default.htm> for free USDA materials and promotional items.

2. INVITE local groups such as food banks, antihunger groups, or other community or faith-based groups to staff an information table to give out food stamp information or prescreen customers for eligibility.

3. PUT FOOD stamp information, such as national or local food stamp toll-free numbers, on grocery bags and in weekly circulars and bulletins.

4. PUBLISH food stamp materials in languages spoken in your community.

5. PRINT food stamp promotional messages on store receipts.

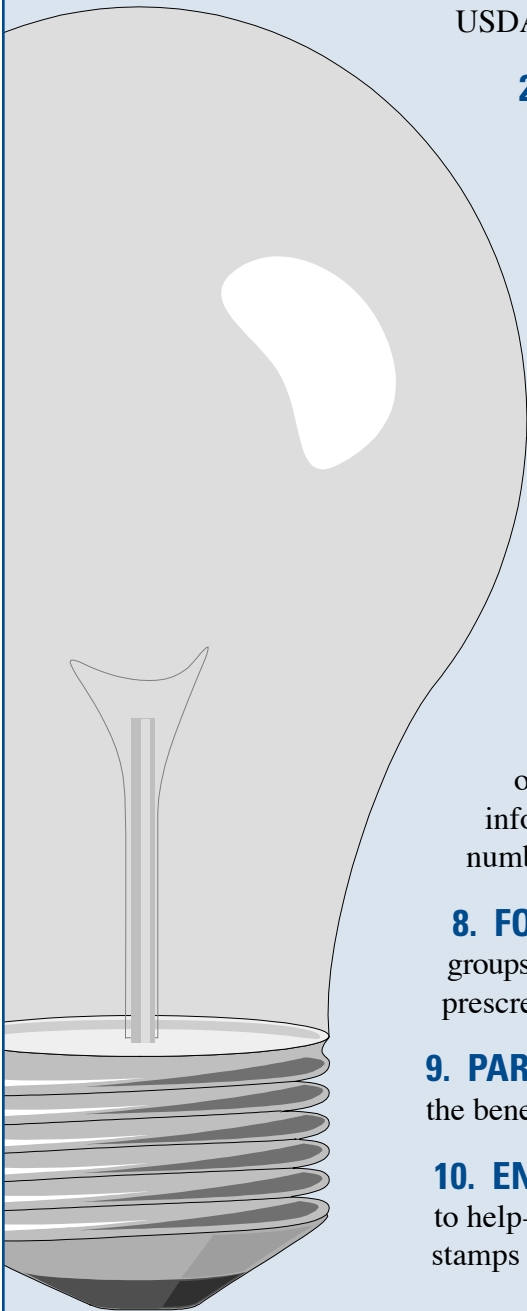
6. BROADCAST Food Stamp Program public service announcements in the store.

7. HOST nutritious food tastings or cooking demonstrations. Give out recipe cards that contain nutrition information and the national or local food stamp toll-free number.

8. FORM partnerships with local community and advocacy groups. Host a “health fair” to conduct food stamp eligibility prescreenings. Invite local media to the event.

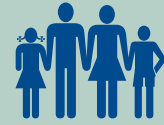
9. PARTNER with EBT processors to educate cashiers about the benefits of the Food Stamp Program.

10. ENCOURAGE EBT processors to add recorded messages to help-desk numbers promoting the nutrition benefits of food stamps and encouraging food stamp clients to “tell a friend.”



FOOD STAMPS MAKE AMERICA STRONGER: THE BENEFITS OF THE FOOD STAMP PROGRAM (FSP)

The Program Helps Low-Income Families:



- **Stretch food dollars.** Those receiving food stamp benefits spend more money on food than other low-income households.
- **Fight obesity through education.** Nutrition educators teach food stamp participants the importance of a quality diet, how to prepare healthy foods, and how to make healthy choices.
- **Put food on the table for their children.** Food stamp benefits are an investment in our future. Nearly 50 percent of participants are children.
- **Keep elderly family members independent.** For the elderly, participation can help improve nutritional status and well-being and increase independence. Nine percent of food stamp recipients are age 60 or older.
- **Make the transition to self-sufficiency.** The FSP helps participants become financially stable and provides needed support as they transition to self-sufficiency. Half of all new participants will leave the program within nine months.

The Program Helps States and Local Communities:



- **Support local food retailers.** The average monthly food stamp benefit is approximately \$214, which is spent in local grocery stores.
- **Generate economic activity.** Every \$5 in new food stamp benefits generates a total of \$9.20 in community spending.
- **Support farms.** On average, \$1 billion of retail food demand by food stamp recipients generates 3,300 farm jobs.
- **Leverage Federal funds.** Food stamp benefits are Federal funds. By increasing the number of people in the FSP, communities can bring Federal money into their States and communities.

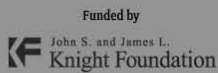
The Program Helps Businesses and Workers:



- **Achieve optimal performance.** Employees whose food needs are met at home may have higher productivity and take fewer sick days for themselves and their children.
- **Attain self-sufficiency.** Food stamp benefits supplement the food budgets of low-income workers so they can stay independent and work toward self-sufficiency.



**SAMPLE FLYER: GREATER MIAMI PROSPERITY CAMPAIGN
FRONT**



**JOIN THE
GREATER MIAMI
PROSPERITY CAMPAIGN.
HELP OUR COMMUNITY
PROSPER.**

The Greater Miami Prosperity Campaign can bring millions of dollars into the local economy and add substantial income to thousands of entry-level working families in Miami Dade County. The Campaign consists of three "Economic Benefits Programs", with more to be added.

- **The Earned Income Tax Credit (EITC),**
- **Florida KidCare**
- **Food Stamps**

Increase your employee's income at no cost to you. All you have to do is let your employees know about these programs. This is a **WIN for you as an employer**, because you can help your employees put more money in their pockets without any cost to you.

It is a **WIN for your EMPLOYEES**, because they can substantially increase their income. And it is a **WIN for our COMMUNITY**, because eligible low-income workers can bring hundreds of millions of federal dollars into Miami-Dade County's Economy.

The Human Services Coalition of Dade County has been awarded grants by the John S. and James L. Knight Foundation, the US Department of Agriculture, State of Florida Department of Health and Robert Wood Johnson Foundation to coordinate the Greater Miami Prosperity Campaign in partnership with the Mayors of Miami and Miami-Dade County; the Greater Miami Chamber of Commerce, United Way of Miami Dade and The South Florida Workforce. The Internal Revenue Service, The Federal Reserve and the US Department of Housing and Urban Development (HUD) are also members of the task force that is coordinating the campaign.



SAMPLE FLYER: GREATER MIAMI PROSPERITY CAMPAIGN BACK

MIAMI-DADE MAYOR
ALEX PENELAS

"We want to make sure that low- and moderate-income taxpayers apply for the Earned Income Tax Credit and get all the end-of-the-year tax deductions and benefits they are entitled to. Greater tax returns will not only help those families but will also have a positive multiplier effect on the economy of Miami-Dade County."

MIAMI MAYOR
MANNY DIAZ

"This program will put a substantial amount of money into the hands of the people who need and deserve it the most: the people who work every day at modest wages to support their families. That's money that goes to buy groceries, clothing for their children, or to pay rent."

PETER W. ROULHAC,
CHAIR ELECT OF THE GREATER
MIAMI CHAMBER OF COMMERCE,
VICE PRESIDENT, COMMUNITY
DEVELOPMENT, WACHOVIA
NATIONAL BANK, N.A.

"We want everybody in our community who is entitled to the Earned Income Tax Credit to have it in their bank account where it belongs, not left on the table in Washington, D.C. The EITC is in the best interest of every business in the county, because the money will be recycled here when people use it to build a better future – by paying college tuition, buying a car to get to work or by putting a down payment on a home."

DANIELLA LEVINE,
EXECUTIVE DIRECTOR,
HUMAN SERVICES COALITION

"Miami-Dade County has an unacceptably high rate of poverty. In the 2000 Census, Miami was identified as the poorest large city in the United States. This is not a #1 position that any of us wants to have. Hard working people are finding it difficult to raise their families and meet basic needs. This is bad for families, bad for business and bad for our community."

The goal of the campaign is to build community prosperity and make a difference in the lives of low-income workers. The business community is taking the lead by spreading the word:

Florida KidCare provides free or low-cost health insurance for children living in low-income families. Families enroll by filling out a one-page application and mailing it to Tallahassee.

Federal Earned Income Tax Credit a refundable tax credit of up to \$4,140 per year for a family earning up to \$33,178. Families claim the EITC on their federal income tax return or through their payroll.

Food Stamps allows debit cards to be used for food purchases that supplement the earnings of entry-level workers.

The Human Services Coalition can help employees apply for each program and calculate the amount of benefits for which they qualify.

Employers who want to assist their employees in obtaining Economic Benefits Programs may contact us at (305) 576- 5001:

Joe Grimes (EITC) ext. 33

Christine Irwin (Florida KidCare) ext. 16

Loren Daniel (Food Stamps) ext. 30

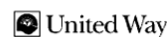
Individuals interested in getting involved with the Greater Miami Prosperity Campaign with volunteer time or sponsorship assistance may contact us. The campaign needs and welcomes assistance in this effort to bring prosperity to the entire community.

WIN, WIN, WIN!



The Greater Miami Prosperity Campaign is a project of the Human Services Coalition, funded by the John S. and James L. Knight Foundation.

In partnership with:



Flyers produced thanks to Metro Miami Action Plan



**SAMPLE MAILER INSERTS: PROJECT BREAD
ENGLISH AND SPANISH**

Know someone struggling to put food on the table?

For information about food stamps and other free and low-cost food resources, call:

Monday - Friday
8 a.m. to 5 p.m.

Project Bread 
FoodSource Hotline
1-800-645-8333

The FoodSource Hotline is funded by the Massachusetts Department of Transitional Assistance

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Para español vea el reverso.

Para más información sobre cupones de alimentos y otros recursos alimenticios tanto gratuitos como de bajo costo llame al

De lunes a viernes
Desde las 8 a.m. a las 5 p.m.

Project Bread 
FoodSource Hotline
1-800-645-8333

La línea directa y gratuita FoodSource es financiada por el Departamento de Asistencia Transitoria de Massachusetts

Sp/05

