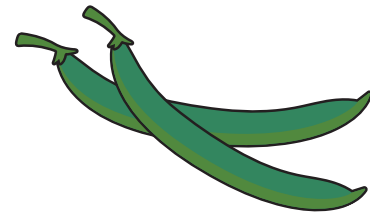




Community Partner Benefits & Marketing Guidelines

For-profit and nonprofit Community Partners make our work possible, and we are truly grateful for the many ways in which like-minded organizations support us through fundraising, food-raising, friend-raising, volunteering, co-marketing, issue awareness, and more. This document outlines what we look for in partnerships, the value we bring to our partners, and our partnering guidelines.

We Seek Partners Who...



- strongly align with [our values](#)
- have a positive presence in the communities around Greater Portland
- provide a promising opportunity for new funding, friends, volunteers, program support, and/or increased awareness of our mission and work
- recognize the mutual benefits of our partnership in achieving business/organizational goals.

Levels of Support



with an annual gift of
\$5,000 or more



with an annual gift of
\$1000 - \$4,999



with an annual gift of
\$500 - \$999

Provide 25+ students with a weekly supply of nutritious food during the school year

Fill up to 175 staples and produce boxes for delivery to local families in need

Connect up to 50 kids and their families with fresh food at a community event

How We Support Our Community Partners

- **Social media:** We thank and tag business donors on [LinkedIn](#), [Facebook](#) & [Instagram](#) and during fundraising events and food drives.
- **Website:** We recognize \$500+ business donors and substantial in-kind supporters on our [website](#). Business partner logos appear for one year following the gift.
- **E-newsletter:** We recognize new partners and business donors in our bi-monthly [newsletter](#), which reaches more than 2,400 subscribers.
- **Marketing materials:** Throughout the year, we create various marketing materials including videos, flyers, slideshows, and online updates. When appropriate, we mention our Community Partners in these materials.
- **Volunteer opportunities for employees:** We have [hands-on program work](#) and board committee work available. Partners frequently [host food drives](#) (internal and/or external) as an additional way of supporting the Locker Project.
- **Customized recognition:** We are happy to discuss custom co-marketing plans with \$1,000+ donors.

Marketing Guidelines for Partners



- Please maintain the integrity of our [logo](#) when used on any materials (proportions, color, etc.).
- If you volunteer or attend a fresh food event, please do not post any photos of individuals served by the Locker Project, as permission is required. Please do post photos of volunteers, table set-up, etc.
- Please follow, like, tag, and mention us on social media (Facebook, LinkedIn, & Instagram)! We use the hashtag #feedingthefuture.
- Be sure to use the most current information to describe our mission, work, and programming. Please run any new messaging by our executive director, before sharing publicly. We can provide up-to-date statistics, information, and program details. When in doubt, please reach out! Our staff are here to answer any questions you might have. Contact us at info@mainelockerproject.org.

 @mainelockerproject

 @lockerprojectmaine

PO BOX 3134
Portland, ME 04104
(207) 899-9540

mainelockerproject.org

