

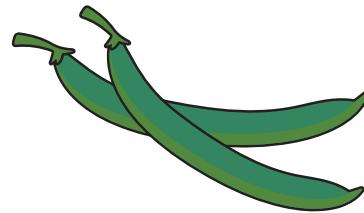


Community Partner Benefits & Marketing Guidelines

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

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



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

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



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

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.



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