



The Emergency Food

Assistance Program

WEBPAGE ASSISTANCE TOOLKIT

OVERVIEW

This document serves as the foundation for constructing a webpage dedicated to the Emergency Food Assistance Program (TEFAP) on your website. Additionally, you will discover quick tips to enhance your website traffic and express gratitude to your partners.

It is essential to customize everything to align with your organization's operations. If incorporating a standalone TEFAP webpage does not align with your organization's website guidelines, consider integrating a brief TEFAP section into an existing page on your site.

QUICK TIPS TO INCREASE WEBSITE TRAFFIC

To boost the number of visitors to your site, share your food bank's website URL and social media platform handle (e.g., @TexasAgriculture) with your audience. When posting on social media, always include your website's URL in the post or provide a link in the bio on Instagram or About section on Facebook. You can download the TEFAP web button and position it on your organization's homepage to guide participants to the TEFAP areas of your site.

Additionally, having a dedicated webpage for your organization offers several advantages:

- 1. 24/7 Accessibility: A webpage provides a centralized space where participants, partners, and the general public can find comprehensive information about your Emergency Food Assistance Program (TEFAP). This ensures clarity and accessibility.
- 2. Enhanced Visibility: A well-optimized webpage can improve your organization's visibility online, making it easier for people to find information about your initiatives, increasing your reach and impact.
- **3.** Communication Hub: Your webpage can serve as a communication hub, allowing you to share updates, success stories, and relevant news with your audience. This helps in building and maintaining community engagement.





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PARTNERSHIP OPPORTUNITIES

Consider adding a page or section for partnership opportunities. This page will explain what your organization looks for in a partnership, list current partners, and outline the process for organizations to become a partner.

Include partner logos, a brief summary of who they are, and their mission statements. Don't forget to provide links to your partners' sites. For example, you can add the TDA logo and the Food and Nutrition Division's (F&N) vision and mission to your site page, along with a link to SquareMeals.org.

- *F&N's Vision*: To increase equitable access to healthy meals for Texans by effectively administering USDA food and nutrition assistance programs.
- *F&N's Mission*: To advance compliant USDA nutrition programs through effective partnerships and educational resources.

Make sure to share your website or specific TEFAP URL with all partners and community leaders who are promoting your food bank.

WEBPAGE MOCKUPS

Use the webpage mockups on the following pages to build a foundation for your food bank's webpage. Ask yourself, 'What does our food bank provide under the TEFAP program that would be beneficial for potential participants to know?' Results will vary based on your website's platform and structure.



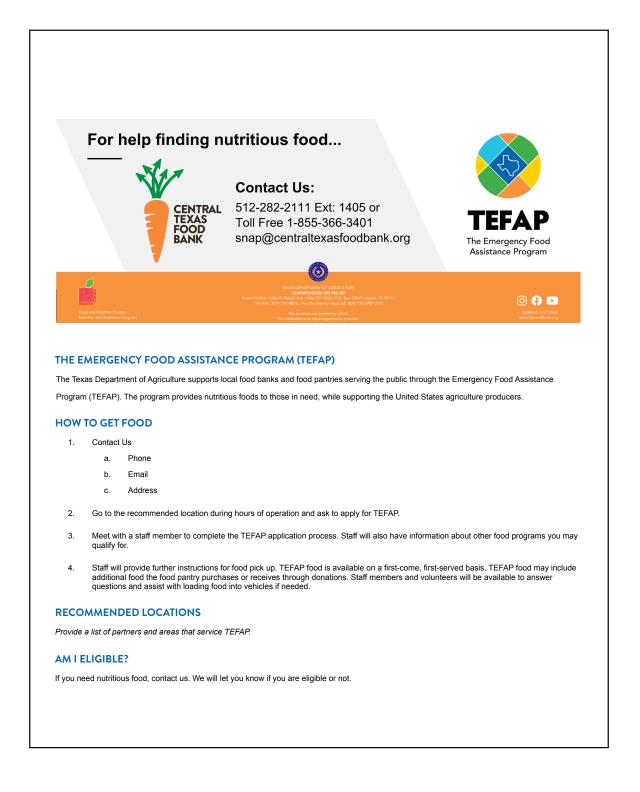


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