TEFAP Webpage

Assistance Toolkit

TEFAP
The Emergency Food Assistance Program

Overview

This document provides a foundation for building a page on your website for the Emergency Food Assistance Program (TEFAP) . You will also find quick tips to boost your website traffic and acknowledge partners. Everything should be customized to reflect your organization's operations.

If adding a standalone TEFAP webpage does not fit your organization's website guidelines, consider adding a short TEFAP section to an existing page on your site.

Quick Tips to Increase Website Traffic

To increase the number of people who visit your site provide partners with your food bank's website URL and social media platform handle (e.g. @USDA).

When posting to social media, always put your websites URL in the post and if applicable, a URL or link to TEFAP areas of your website.

The TEFAP web button can be downloaded and placed on your organization's homepage to direct participants to TEFAP areas of your site.

Partnership Opportunities

Consider adding a page for partnership opportunities to your webpage. This will explain what your organization looks for in a partnership, list current partners, and how an organization can become a partner.

- Add partner logos, a summary of who they are and their mission statement. Remember to link to your partners' sites.

- Example: You can add the TDA logo and the Food and Nutrition Division's (F&N) vision and mission below to your site page. Link to SquareMeals.org.

  - <u>F&N's Vision</u>: To increase equitable access to healthy meals for Texans by effectively administering USDA food and nutrition assistance programs.

  - <u>F&N's Mission</u>: To advance compliant USDA nutrition programs through effective partnerships and educational resources.

- Provide your website or specific TEFAP URL to 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 the webpage, then add your own copy to build a customized 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.

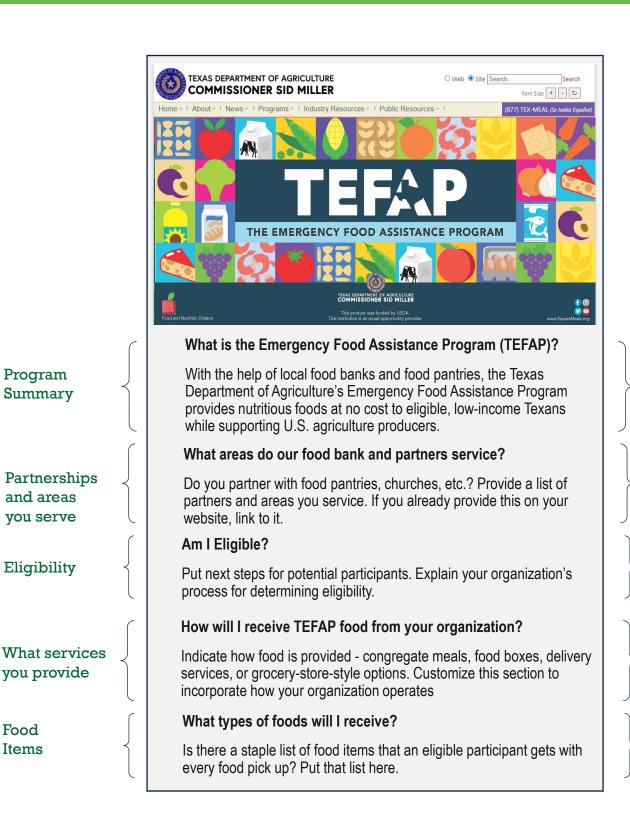TEXAS DEPARTMENT OF AGRICULTURE
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Food and Nutrition Division
The Emergency Food Assistance Program

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Updated 12/8/2022
www.SquareMeals.org

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TEFAP
THE EMERGENCY FOOD ASSISTANCE PROGRAM

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Food and Nutrition Division

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Program Summary

What is the Emergency Food Assistance Program (TEFAP)?

With the help of local food banks and food pantries, the Texas Department of Agriculture's Emergency Food Assistance Program provides nutritious foods at no cost to eligible, low-income Texans while supporting U.S. agriculture producers.

Partnerships and areas you serve

What areas do our food bank and partners service?

Do you partner with food pantries, churches, etc.? Provide a list of partners and areas you service. If you already provide this on your website, link to it.

Eligibility

Am I Eligible?

Put next steps for potential participants. Explain your organization's process for determining eligibility.

What services you provide

How will I receive TEFAP food from your organization?

Indicate how food is provided - congregate meals, food boxes, delivery services, or grocery-store-style options. Customize this section to incorporate how your organization operates

Food Items

What types of foods will I receive?

Is there a staple list of food items that an eligible participant gets with every food pick up? Put that list here.

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square meals

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This mockup shows how images and logos can enhance a page's visual appeal. Download images from the TDA provided Social Media Support Packet and place them on your website to get the same effect.

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