
West Texas Food Banks Selects RSW to Get the Word Out About Hunger

DALLAS, Texas (August 10, 2015) — The West Texas Food Bank has selected Dallas-based marketing communications firm RSW to help them create awareness about the impact of hunger in the region, the programs available to help, and the importance of donating.

The Food Bank knows the difference that a single donation can make. “With a simple one dollar donation, we can provide four meals to our hungry neighbors,” explains WTFB Development Director, Tina Corbett. “You quickly realize what an impact this can make.”

Based in Alpine and Odessa, the West Texas Food Bank serves 19 counties covering 34,000 square miles in West Texas. The Food Bank is the largest collaborative non-profit agency in the Permian Basin, and proudly distributes donated and purchased food to children, families, and seniors through a network of more than 75 partner agencies.

The first priority for WTFB and RSW is to update the non-profit organization’s website. Because the Food Bank is a very progressive organization when it comes to addressing the issue of hunger, its leaders wanted an online presence that reflected that same progressive spirit. The update also automates back-end processes and allows for easier site administration. It can be seen at wtxfoodbank.org.

The team at RSW certainly has some experience to draw on, having developed numerous marketing and awareness campaigns for the North Texas Food Bank since 2006. Through years of exploration, research, and ongoing measurement, they’ve learned a few things about what works and what doesn’t when you’re asking people for money.

“It becomes a fine line to walk as you’re developing your messages,” explains RSW Vice President of Creative Services, Saul Torres. “We know that the idea of donating to a Food Bank and helping people in need can bring up political issues for some people. We simply try to communicate that hunger can happen to anyone, regardless of race, income, or place in society.”

The lessons have certainly helped the North Texas Food Bank, which raises 40 percent of its annual operating budget during the time when RSW’s fundraising campaigns are running. Although the challenges that WTFB faces are unique, RSW hopes that the big lessons they’ve learned about motivating people to help others still apply.

About RSW: For over 20 years, RSW has been helping regional, national and international clients find clearer, smarter and more effective ways to tell their stories — to both internal and external audiences. RSW is a full-service marketing communications firm focused on creative problem solving, new technologies and bottom-line results. For more information, please visit rswcreative.com.