

# EMERGENCY FOOD AND SHELTER NATIONAL BOARD PROGRAM (EFSP)

## ADVERTISING RESPONSIBILITY OF LOCAL BOARD

*Please feel free to duplicate this paper in whole or in part as needed.*

**ADVERTISING RESPONSIBILITY:** The first matter of business for Local Boards in each phase of the EFSP is to advertise the availability of funds for their jurisdiction. *Advertising must precede any allocation decision.* The National Board requires that the advertisement appear in print and provides a sample press release in the manual published for each award phase. The Local Board may use this, adapt it, or choose some other form of printed advertisement. The advertisement may be either paid or donated. An ad in the legal section or a press release printed in the local paper is acceptable. Local Boards may also have the advertisement read over radio or appear on television stations. In addition, some Local Boards choose to notify service providers directly (e.g., through the mail, by fax, by e-mail or by telephone). While this direct notification is effective, it is not a substitute for a printed, public announcement. Local Boards should ensure that all service providers are aware of the funding.

Regardless of the choice of print media as well as other media the Local Board makes, the vital point is that the advertisement must be presented in a widely available forum since any agency providing or capable of providing emergency services must have the opportunity to apply for funding.

All advertisements should include:

- area or jurisdiction funded/Local EFSP Board
- source of funding\*
- award amount
- purpose of funding
- eligible agencies
- contact for application
- deadline for applying

\*The source of funding is a federal appropriation from Congress to the Emergency Food and Shelter National Board Program. The National Board selects jurisdictions (cities or counties) for funding, *not specific agencies*. The federal department responsible for this program is the Department of Homeland Security's Federal Emergency Management Agency (FEMA). These are not state/county government or United Way funds.

**A copy of the printed advertisement must be available upon request to the National Board, federal authorities and the public.**