

# March forward with an Updated Marketing Approach

Use New Marketing Materials to  
get results.

March 18, 2025



# Agenda

Welcome and Grant Updates

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SNAP Grant Marketing Materials

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Best Practices and Messaging Guidance

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Closing

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# NCOA Presentation Speakers



**Shaneece Gaines**

**Senior Manager  
Economic & Financial  
Security**

**[Shaneece.Gaines@ncoa.org](mailto:Shaneece.Gaines@ncoa.org)**



**Rebecca Mintz-Colin, MPH**

**Social Media Manager  
[Rebecca.mintz-colin@ncoa.org](mailto:Rebecca.mintz-colin@ncoa.org)**

# Grant Updates

## Updates:

Welcome Kayla to the Team!

Kayla Little, MPH  
Program Associate, Center for Economic Well-Being  
(571) 527-3920  
[Kayla.little@ncoa.org](mailto:Kayla.little@ncoa.org)

Thank you Jessie!

# Survey Workbook and Reporting

## Updates:

1. Reminder: Monthly reports were due yesterday.
2. Reporting form:
  - No changes to income questions or counting of clients.
  - The placeholder questions about follow-up contacts will be replaced with more precise language and references to the survey workbook.
3. Survey Workbook
  - Has anyone started using the workbook? Have there been any problems?
  - Demonstration
  - Please don't hesitate to reach out with questions!

# Monthly TA Peer Calls: Topics

## Upcoming Call Topics and Dates

April - (4/15) Connecting with target populations: Recruitment Strategies and Lessons that have worked for previous grantees

May - (5/20) What is a “person-centered approach” in benefits counseling?

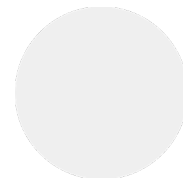
May- (28-30) NCOA Age + Action Conference

June – (6/17) Ecosystem Mapping: Increase partnerships to scale impact

# Peer Learning Topic

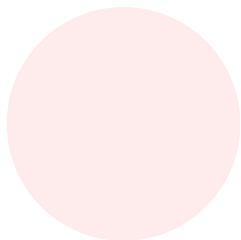
March Forward with an Updated  
Marketing Approach





***Did you know March is National Nutrition Month!***

***This is a great opportunity to promote  
SNAP for Seniors***





# SNAP Marketing Tools

## Flyer, Poster and Infographics

- Available on NCOA website
- Updated with recent stats
- In Word document form for editing



**In [State], [#] seniors  
are using **SNAP** to buy  
healthy food. Are you?**

SNAP helps [State] seniors age 60+ buy healthy food at the grocery store. You can get help from SNAP if you have limited income and resources or high medical and living expenses. The amount you receive depends on household income from all sources, deductions of high medical or housing costs, and how many people live in your household.

LEARN MORE ► [BenefitsCheckUp.org/SNAP](https://BenefitsCheckUp.org/SNAP)

This flyer was developed with generous support from the Walmart Foundation.

**ncoa**  
national council on aging

Partner's Logo

# SNAP Marketing Tools

## Brochure

- Available In Word document form for editing


### What is SNAP?

*It's important to eat right—even when money is tight!*

The Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) helps individuals and families with limited incomes buy the food they need to stay healthy.

Roughly 6.5 million households with older adults age 60+ use SNAP to buy healthy food at their local store or market.

Although SNAP is the national name, your state may use a different name.




For more information on SNAP and how to apply, visit:

[BenefitsCheckUp.org/SNAP](https://BenefitsCheckUp.org/SNAP)


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LOCAL CONTACT INFORMATION


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### Put Healthy Food on Your Table



This brochure was developed with generous support from the Walmart Foundation.



### Why Apply?

**You'll get healthy food for yourself and your family.**

SNAP can be used to buy healthy food for your household, such as fruits and vegetables, bread, meat, and dairy products.

**You'll save money on groceries.**


On average, SNAP provides households with individuals age 60+ with \$158 a month to buy healthy food.

**It's easy to use.**

When you enroll in SNAP, you'll get money every month on a special debit card you can use to buy food.

**It's convenient.**

Over 265,000 grocery stores, farmers markets, and neighborhood stores across the country accept SNAP.



### Am I Eligible?

**If you have limited income, you may qualify.**

You can get help from SNAP if you have limited income and resources. You may also qualify if you have high medical and living expenses.

**The amount you receive may depend on two things:**

- Household income from all sources, such as money you get from a job, Social Security, SSI, or interest.
- How many people live in your household.

### Apply in 3 Easy Steps

- 1 Find your state's program information.**  
Go to [BenefitsCheckUp.org/SNAP](https://BenefitsCheckUp.org/SNAP) and enter your ZIP code to find your state's SNAP application and see if you're eligible.
- 2 Fill out an application.**  
Depending on where you live, you can apply online, by mail, or in person—and get one-on-one help if you need it.
- 3 Attend an interview.**  
In most states, your local SNAP office will contact you to schedule an interview. You may request a phone interview if you're not able to go to the office.

Visit [BenefitsCheckUp.org/SNAP](https://BenefitsCheckUp.org/SNAP) to find out if you're eligible.

# SNAP Marketing Tools

## Social Media Toolkit

- Instagram, Facebook, LinkedIn, Threads, Bluesky and X (Twitter)
- Also Available on NCOA website
- Available on [SoSha](#)
- Anyone with a link will be able to access it
- We can edit posts, colors of the buttons etc. at any time.
- Ten social media post templates are available
- Share these posts to help older adults enroll in SNAP!

# SNAP Marketing Tools

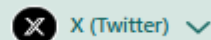
## Social Media Toolkit

It's no secret that #HealthyFood can be expensive. But there's good news—SNAP can help! Join millions of older adults who use #SNAP to help buy groceries. Apply today at the link below or call 1-855-534-1245. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

Select social network:



Share on X (Twitter)

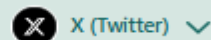


You can use #SNAP to pay for #HealthyFood at over 265,000 stores nationwide. Each month, your benefits are loaded onto a special debit card that you can use at checkout. Learn how to apply today at the link below or call 1-855-534-1245. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

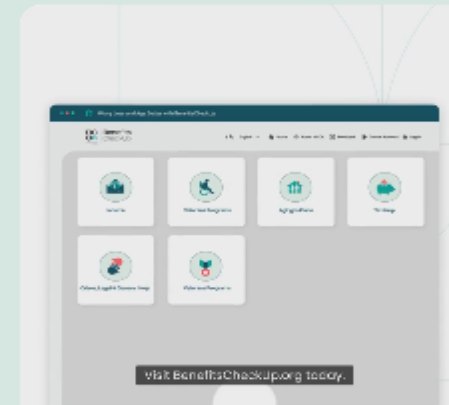
Select social network:



Share on X (Twitter)

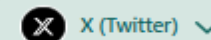


#SNAP can help older adults save money on groceries needed to support good health. And applying is a breeze! Learn how to apply today at the link below or call 1-855-534-1245. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

Select social network:



Share on X (Twitter)



# SNAP Marketing Tools

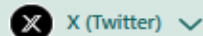
## Social Media Toolkit

Only 55% of older adults age 60+ and who qualify for SNAP use the benefit. #SNAP can help you eat right—even when money is tight! Get help paying for #HealthyFood and learn how to apply today at the link below or call 1-855-534-1245. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

Select social network:



Share on X (Twitter)

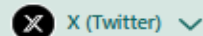


DYK: Many farmers markets also accept #SNAP. Plus, thousands of stores also accept SNAP, so you'll likely find plenty of places nearby where you can use your benefits in person or for online delivery. Find out if SNAP can help you pay for #HealthyFood. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

Select social network:



Share on X (Twitter)



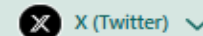
Many older adults believe they are not eligible for #SNAP benefits. But the average household with an older adult age 60+ receives \$158 each month! And applying for SNAP is not as hard as you might think.

See if you can save money on groceries. [↓](#)



See If You Qualify For SNAP!  
benefitscheckup.org

Select social network:



Share on X (Twitter)



# Marketing Best Practices and Messaging

Best ways to utilize these tools to get results.



# Breakout Questions

## Question 1:

Are there any of the marketing tools you foresee your organization utilizing the most? In what way do you think that will be impactful to your program?

## Question 2:

After reviewing the tools today, are there any suggested changes updates or marketing items NCOA should explore creating?



# Questions

**For General helpdesk assistance,  
[center4EWB@ncoa.org](mailto:center4EWB@ncoa.org)**





# Reminders

- Monthly Report Due Date 4/15
- Next Peer to Peer Call  
Tuesday, April 15, 2025

Topic:

Connecting with Target Populations:  
Recruitment Strategies and Lessons that have  
worked for previous Sites

