



*“The force behind the force”*

## **COMM 4142 Campaign Book**

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## **Executive Summary**

Feeding the Valley Food Bank is a non profit organization that provides food to over eight Georgia regions. Feeding the Valley Food Bank collaborates with over 275 agencies and distributes food to those who are food insecure. As an agency we feel that it would be in the best interest of Feeding the Valley Food Bank to execute several strategies and tactics in order to become more visible within the community.

According to research conducted through surveys and questionnaires, many people in the community don't understand what Feeding the Valley Food Bank does. In order to show them in a new light, we advise them to create a campaign showcasing how Feeding the Valley Food Bank helps the community. We suggested a new tagline and theme explaining how Feeding the Valley Food Bank is "the force behind the force" of all local food allocation in the area. We feel that creating a social media campaign would be a good strategy that would allow Feeding the Valley Food Bank to explain what they do and connect with the community.

With the popularity of social media, it is vital to a campaign strategy that we consider the effects of social media on brand visibility. As an organization, we suggested focusing on user interaction and community partnerships when creating social media content. Using community partners will give credibility to the Feeding the Valley Food Bank name.

We are confident that with the right methods of action, Feeding the Valley Food Bank will increase their visibility in the community and create a stronger brand awareness.

## **Situation Analysis**

We conclude that Feeding the Valley Food Bank is a non-profit organization focused on helping smaller organizations in need of food. Feeding the Valley Food Bank focuses on distributing large amounts of food to smaller neighboring organizations such as The Boys and Girls Club, and churches in the area. The organization also focuses on individuals who face food insecurities, from seniors to children. Caroline Frojker, the public relations manager and development manager works on social media outlets such as facebook. She also conducts news stories occasionally to bring awareness to Feeding the Valley Foodbank. She mentioned during the interview that most people don't know who or what the organization does. This could be a result of the name change, Feeding the Valley Foodbank changed their title three times without proper rebranding. This name change left the community confused and left misconception.

Feeding the Valley Foodbank struggles with social networking, although they use facebook the organization does not use the social media outlet to its full advantage. In order to gain more followers we need to figure out how we can engage the community in what the food bank is doing. As a group we think creating more social media outlets could possibly help with gaining exposure. Media outlets such as Twitter and Tik-Tok, both of these social media apps are widely used and popular. Making short clips of the organization and showing the warehouse would be a creative way to introduce Feeding the Valley Food Bank to the community and the rest of the world. The organization is also in need of a campaign that will help the community understand their role in other various organizations as the sole provider of their food. By expanding their social media presence this goal can be achieved.

## SWOT Analysis

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• The website has an extensive amount of information.</li> <li>• Been around for a long time.</li> <li>• Associated with Feeding America Food Bank.</li> <li>• Partner agencies are diverse and comprehensive.</li> <li>• Offers outreach programs, mobile pantry, senior meals, and four children's food distribution programs.</li> <li>• Events are posted on social media</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Have only one social networking site (outlet).</li> <li>• Minimal Facebook engagements.</li> <li>• No content: blogs or videos</li> <li>• The organization mostly posts pictures but no conversation.</li> <li>• General public lack of knowledge of how Feeding the Valley Food Bank supports the community (They are not really known for the force behind other nonprofit organizations).</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Social media awareness using explainer videos to educate the general public about FVFB's functionality.</li> <li>• COVID pandemic facilitates a lot of free media coverage.</li> <li>• Fortunately, the COVID pandemic expands the unsolicited donations of donors.</li> <li>• The increase in virtual encounters makes interactions effortless.</li> <li>• Create more social media channels and manage them from a central hub.</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• The misconception of Feeding the Valley Food Bank functionality within communities.</li> <li>• Why donate to Feeding the Valley Food Bank instead of other nonprofit organizations with a direct link to the community.</li> <li>• Short-term: some volunteer opportunities are paused because of social distancing due to COVID 19.</li> </ul>

## **Research Plan**

### *Primary Research*

For our primary research, we planned to conduct a survey that would allow us to understand Feeding the Valley Food Bank's positioning within the community. We also aimed to understand the public's idea of what a food bank does and the services they provide. As a medium, we used Google Forms to conduct our survey. We asked a diverse group of participants to answer questions regarding their age, their familiarity with the organization and their understanding of the purpose they serve. We also looked at the types of social platforms the participants used and possible motivating factors that would persuade them to volunteer. We ended the survey with an open ended question that would allow participants to give feedback to the Feeding the Valley Food Bank organization.

Based on the results of our survey, we concluded that many of our participants had the idea that a food bank was a place to access food for the needy. In reality, food banks are the middle men that provide food to other organizations. Many of our participants had no idea that Feeding the Valley Food Bank used to be the organization Second Harvest. Lastly, when asked about why they had never volunteered for Feeding the Valley Food Bank, our participants said that they either didn't have the time, they didn't know how to get started or they didn't even know the organization existed. These results tell us a couple of things. The first thing our survey results tell us is that there needs to be a promotional push that both lets the community know that they are the organization they once knew, Second Harvest, and that also explains the organization's positioning. The community would benefit from understanding that they are the source for a majority of the food donations in our local community. Having this promotional

push will allow the community to understand who Feeding the Valley Food Bank is and what they actually do.

### *Secondary Research*

For our secondary research, we looked at Feeding the Valley Food Bank's social media platforms, Twitter, Facebook and LinkedIn and we also researched online about the type of media coverage they receive. For Twitter, Facebook and LinkedIn, there was a low level of engagement on all three platforms. Facebook has the highest engagement and we attribute that to the consistency in which they post.

As for media coverage, WRBL and WTVM seem to have done a lot of coverage on the different events that Feeding the Valley Food Bank has done. The Ledger Enquirer and The Albany Herald have done a bit of coverage on Feeding the Valley Food bank as well. Feeding the Valley Food Bank has been promoting quite a bit due to the COVID- 19 crisis and because of that there has been more coverage in the last couple of months which has put them more in the public eye.

## **Publics**

### *Primary Audience Characteristics*

The primary audience for Feeding the Valley are local organizations that utilize their facility. The facility works as a food warehouse that local organizations (churches, partnered food banks, other non-profits) can purchase from to supply their own organizations.

Communication channels are most likely closed direct channels. There is likely no social media or advertising involved in these interactions because there is no need to do so. Because they only provide their services to select partnered organizations, there is not a big need to advertise to them once partnered. Most of these organizations have a connection with Feeding the Valley because of their wants and needs. Issues and needs obviously include food and supplies.

Previously, there was a shortage of supplies due to COVID-19. Recently, there has been an abundance of these items so it's not as big of an issue that it was months prior.

### *Secondary Audience Characteristics*

Secondary Audiences could include people/organizations who are stakeholders in the organization or provide donations to the organization. Feeding the Valley often gets donations from various food companies to stock their shelves. Another audience is created by supporters, volunteers, and donors to the organization. Communication channels again would be more direct towards organizations that donate food materials. On the side of volunteers and supporters, social media platforms are more likely to be used to uphold a connection between the two parties.



## **Goals**

The set goals for Feeding the Valley Food Bank (FVFB) are raising awareness of their brand, and informing the public about the role and functions they play in Columbus, Georgia and neighboring communities. Feeding the Valley Food Bank rebranded three times without proper rebranding or publicity campaigns, leaving the community confused as to what Feeding the Valley does for smaller partner agencies such as Open-Door Community, Boys and Girls club, and churches in the area. Feeding the Valley Food Bank is a giant non-profit organization that fights against food insecurities across the state. The social media campaign will promote an understanding of the brand's identity across the state of Georgia.

## **Objectives**

We want our campaign to accomplish an increase of followers on social media platforms such as Facebook and Instagram by 20% by the end of December 2020, and highlight community partnerships within social media content, and increase media coverage. We believe by showcasing what Feeding the Valley Food Bank does on a daily basis, will increase a following on their social media accounts and bring awareness to their brand. Also, enhance Feeding the Valley image as a source of other nonprofits and how they help their partner agencies through news releases.

## **Theme**

The Force Behind the Force

Slogan: We are the silent partner.

## **Key Messages**

- Feeding the Valley Food Bank brand's identity.
- Locations of FVFB partnerships across the state of Georgia.
- The various nonprofit organizations Feeding the Valley Food Bank supports.
- How Feeding the Valley Food Bank manages and expends its donations.
- Feeding the Valley Food Bank remains resourceful by donating leftovers to farmers.

## **Strategy & Tactics**

### **Strategy 1:**

Feeding the Valley Food Bank wants to rebrand themselves and show the community that they act as a silent partner. Multiple organizations in the community get their supply of food directly from Feeding the Valley Food Bank. Thus, highlighting how they are involved with these organizations will reinforce their new brand messaging. Social media is a platform that over 79 percent of the population use on an everyday basis. To increase the likelihood of success of their rebranding campaign, we suggest that they turn to social media. Since, they have both an Instagram and Facebook account, collaborating with these organizations would serve as a great social media campaign.

### **Tactic 1:**

Feeding the Valley Food Bank can create videos, take photos and plan events with their partner organization. A short documentary style video where some of the organizations discuss how Feeding the Valley Food Bank has contributed to their success would be an great opportunity. They could also create a photo album on their Facebook that holds all of the photos that feature

their collaboration with other organizations. Feeding the Valley Food Bank could also hold an event that serves as a sort of press conference explaining what they do and how the community can get involved.

**Strategy 2:** Creating a brand personality for their social media account will create a stronger image in the mind of the consumer and within the community.

**Tactic 2:** Feeding the Valley Food Bank can create interactive media elements such as gifs, polls, videos, quotes, stories, etc to increase social engagement and interact with the community. Gifs can show the brand's humorous side while polls can give their audience the chance to provide feedback. Creating videos that include walk-throughs in the organization as well as employee highlights will show the company's human side and help achieve the overall objective. Feeding the Valley Food Bank can utilize stories to highlight quick, pertinent information and quotes to reinforce core values.

### **Channels of Communication:**

Communication platforms that Feeding the Valley Food Bank can use to increase brand awareness are their social media platforms; Facebook, Twitter and Instagram. Feeding the Valley Food Bank can also contact media networks such as WRBL, WTVM and The Ledger Enquirer to garner news coverage on their rebranding.

## Timeline

January 4th (Week 1)

- **Event starting date**
- Release Digital Print Ad introducing campaign
- Release first campaign video
- Create bi-weekly blog postings

January 11th (Week 2)

- Release second campaign video

January 18th (Week 3)

- Release third campaign video

January 25th (Week 4)

- Release fourth campaign video
- Introduce artist Tony Pettis promotional piece

February 1st (Week 5)

- Release fifth campaign video

February 8th (Week 6)

- Release sixth campaign video

February 15th (Week 7)

- Release seventh campaign video

February 22nd (Week 8)

- Release eighth campaign video

**Event Ends February 22nd****Budget:****Advertisements:**

Small Digital Campaign Ad	\$100.00
Medium Digital Campaign Ad	\$200.00

**Blog:**

Location and Maintenance	\$50.00
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**Video Production:**

Outsourced Videos (x8)	\$3000.00
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**Broadcasting:**

Local TV 30-second Feature	\$850.00
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**Influencer Promotion:**

Social Media Art Promotion by Tony Pettis	\$300.00
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**Miscellaneous Costs:**

Extra Expendable Costs (10% of Total Budget)	\$500.00
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Total:	<b>\$5000.00</b>
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## **Evaluation**

**Objective 1:** Increase of following on Instagram and Facebook by 20% by the end of December 2020.

**Evaluation:** Collect data of current following and likes on social media platforms to compare to the end of December. Evaluate analytics to see which posts reinstate key publics with a social media analytic tool.

**Objective 2 & 3:** Highlight community partnerships and partner agencies within social media content. We would also like to enhance Feeding the Valley's image as a source of other nonprofits and how they help their partner agencies through news releases.

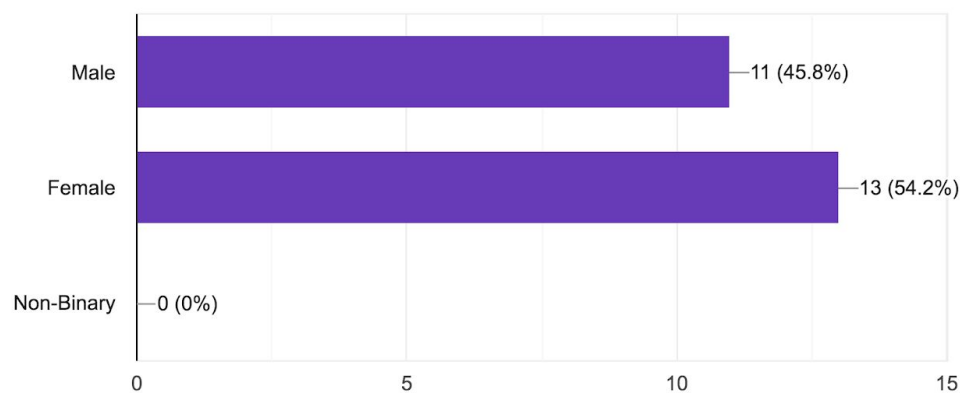
**Evaluation:** Using Facebook analytics, the impressions and reach will be extracted to conclude how many people read and interacted with the posts. In addition, News Releases will be sent to approximately 200 editors and journalists and media impressions will be recorded.

## Appendix A

### *Survey Results*

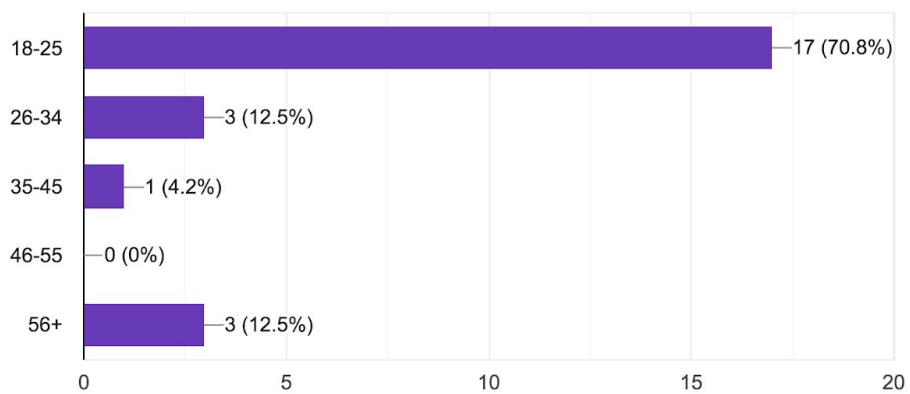
What's your gender?

24 responses



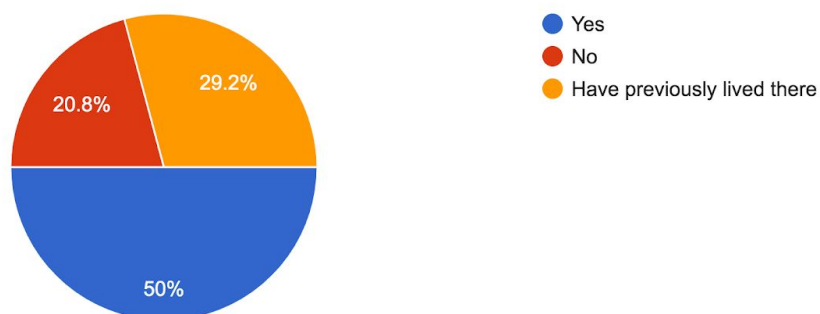
What's your age?

24 responses



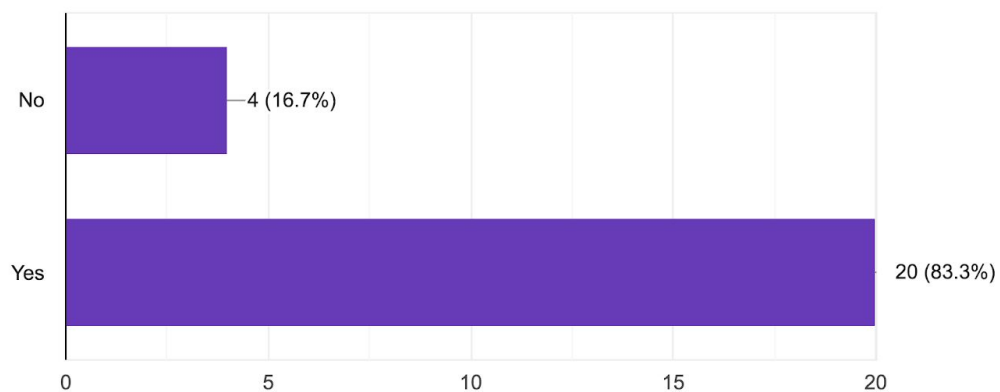
Do you live in or near the Columbus/Chattahoochee Valley area?

24 responses



Are you familiar with food banks?

24 responses



What do you think a food bank does? 24 responses



Gives food to those in need

Provide food for low income families

Provide food to those in need regardless of age, income or gender.

Gives food to less fortunate

Supplies free food to low income families/homeless

It is a place where disadvantaged communities, such as those who are homeless and/or low SES, have access to food.

Collect food to later distribute to those who need it.

Provides food and necessities to people and families in need.

Food banks basically collect food, store food, and then deliver them to charities or other organizations

Provides food, some other items, and resources for those that are in need and less fortunate.

Gives food to needy people

Provides food to those in need.

Offers food for a cheap price for families in need

Provide low to no cost food items to low income families and individuals

A food bank distributes food to those in need.

Takes food donations to give to people who need food

Takes donations and distributes the donated food to the homeless or those who can't afford meals.

I think food banks are there for everyone and mainly the less fortunate for food items.

Provides food for families in need

Provides food to food insecure people

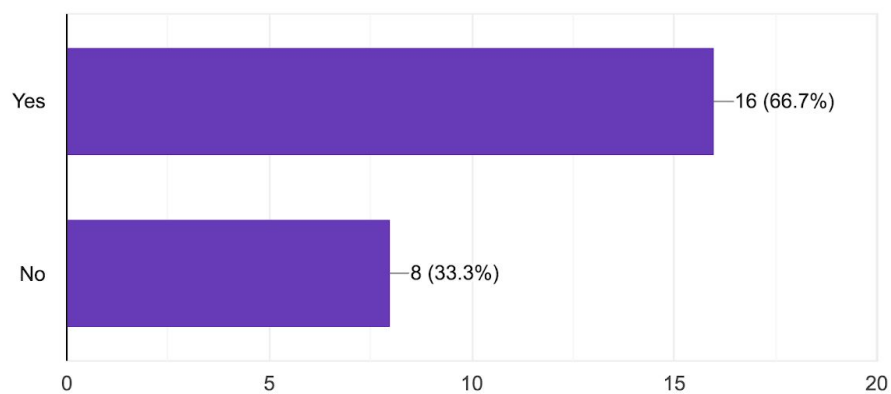
It provides people in need with food.

Provides food to the needy

Donates food

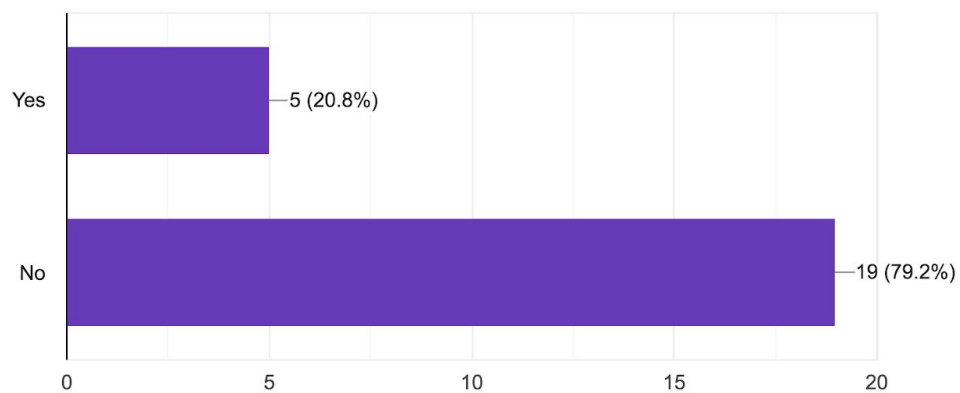
Have you heard of Feeding the Valley Food Bank?

24 responses



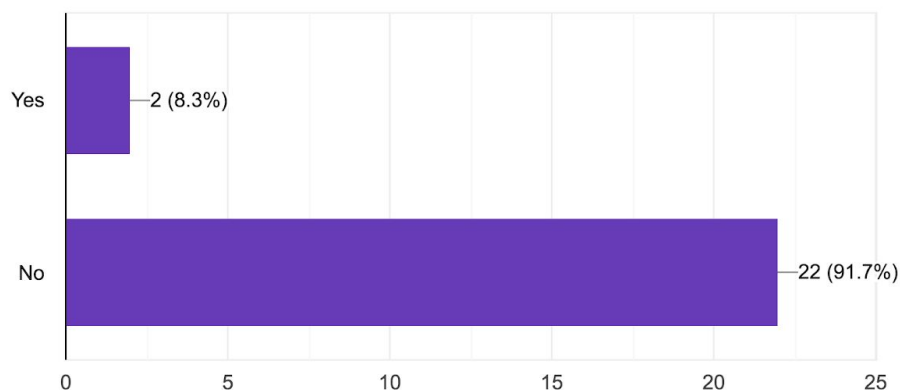
Have you heard of Second Harvest?

24 responses



Did you know that Feeding the Valley Food Bank used to be called Second Harvest?

24 responses



How do you feel about the name change? Do you prefer one over the other? 24 responses

Feeding the valley food bank is more recognizable as a food bank

Feeding the Valley is more explanatory

I like second harvest better

I prefer this one

No substantial feeling or preference

I prefer Feeding the Valley Food Bank.

I think the new name is better.

No

I prefer Feeding the Valley. It sounds more personal and you can see the purpose of the food bank in its name

It sounds much more like a helping hand rather than a festival

Everyone knows 2nd harvest the new one will take getting used to

Neutral- No preference

New name is better

Feeding the Valley states their mission in their name. I personally prefer it.

I like feeding the valley more. I instantly understand what the organization does.

Both are fine

I'm not against it, but to be honest, Second Harvest sounds like a farm or small business that sells fresh produce

I like the change, but I prefer the name Second Harvest.

I like both

The new one seems to be more intuitive

I like feeding the valley

Feeding the Valley makes more sense

The new name is nice. No.

What do you associate with Feeding the Valley Food Bank? 21 responses

Friends who volunteer there

Feed those who need feed within the Chattahoochee Valley

Helping the hungry

Feeding the poor

It is a place with free access to food.

Food bank

They feed the valley

With that name, I associate purpose and the Chattahoochee Valley community. On the other hand, the other name doesn't tell us much about what the bank does or who it serves

Helping those in need.

Food

Helping people in need

Good organization

Helping. Helping eliminate hunger.

Columbus area food bank

Nonprofit, community outreach, community service

Just a nice area to get cheaper food.

Food warehouse

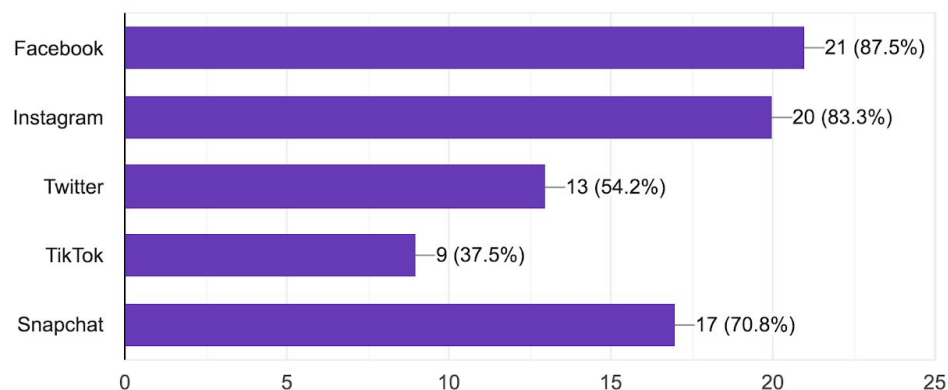
service

Generosity

N/A

### What social media platforms do you use?

24 responses



### Have you ever volunteered for Feeding the Valley Food Bank? If no, why not? 24 responses

No

Yes

No, never needed to/other needs I felt more inclined to

No, I don't know how to get started

No, my brother has

No, not from the area

No, because I did not know it existed.

No because I rarely have the time to volunteer

Yes, high school summer after junior year requirement for 20 hours

No, I live in California

Yes!

Yes, with Publix.

No, I haven't. I would love to in the future. I never found the time to before.

No, I volunteered for a different organization

I've volunteered with Second Harvest (recently, so I assume post-name change)

No, I just recently found out about it.

No - never had the opportunity

No. I have volunteered for other organizations

No, didn't know I could/no time

No. I work full time.

What would motivate you to volunteer at Feeding the Valley Food Bank?22 responses

Friends inviting me

Unsure

Free time

N/A

If I still lived in Columbus!

If I had free time

Helping others

Knowing where the food goes and following the chain of delivery to hear how it's directly impacted people or families

Possibly if I live there

Wanting to help

A known need.

Unfortunately, I do not live there anymore

I would love to know about more opportunities to do so.

Being able to make a difference. I have time now, just need to get up and do it.

Not much

Seeing the work in action & seeing the good it does in people's lives. Being able to connect with and hear stories from people who have been positively impacted by the doings of the food bank.

I need to do more research on it.

Having more free time to do it

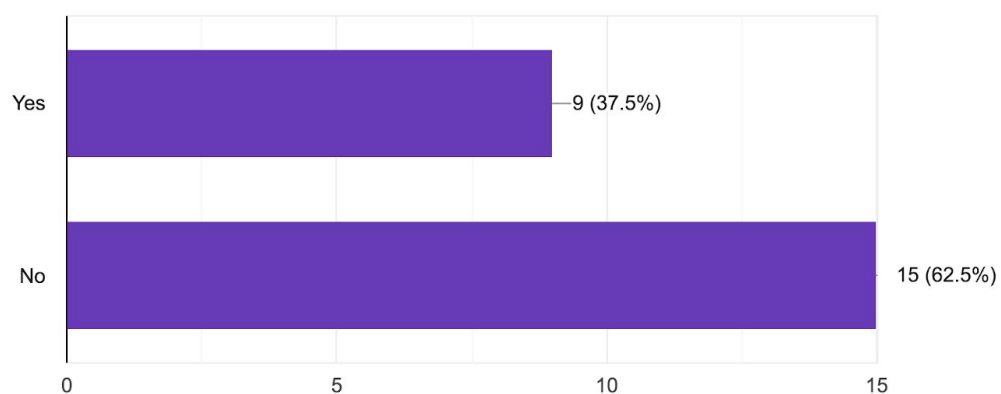
more time on my hands

Seeing the impact in the community

Maybe an ad, or if a friend told me about it and would volunteer with me

Have you volunteered at other Food Banks?

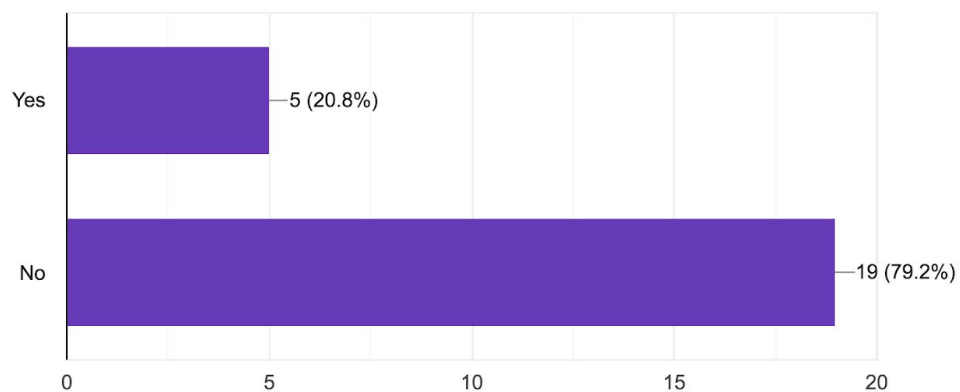
24 responses





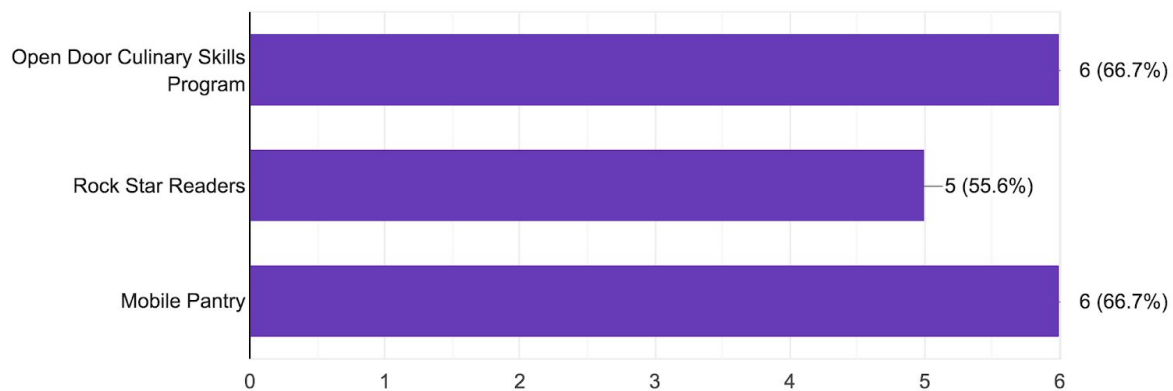
Are you familiar with any of Feeding the Valley Food Bank events such as the Empty Bowl?

24 responses



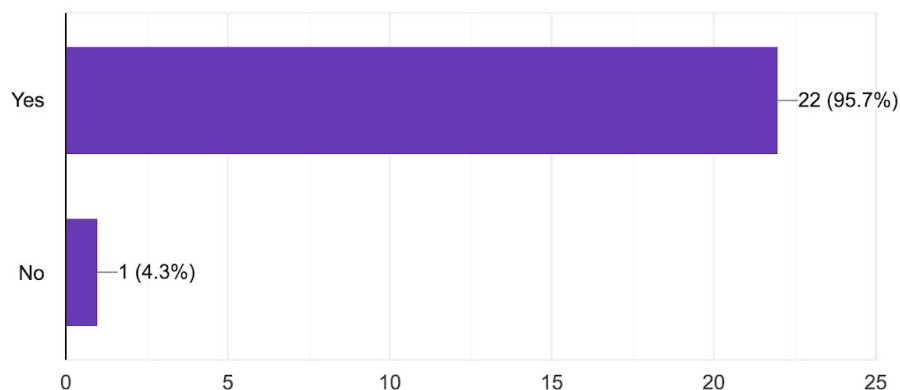
Select the outreach programs that you are interested in volunteering with

9 responses



Do you see Feeding the Valley Food Bank as a local organization?

23 responses



Is there anything else you would like to say or suggest to help Feeding the Valley Food Bank? 11

responses

I wish more people knew about it

Try and have more of a social media presence.

Thank you for all you do for the chattahoochee valley and beyond.

I love what they do. Would love to donate to help.

Keep doing good work

Not at the moment

More awareness to the public

Being able to account for people through tech enabled solutions could go a long way in expanding mission impact

No

Maybe reach out to High schools and middle schools that have programs that require community service- those kids are always looking for hours. Also churches