



Organic Soup Kitchen
Santa Barbara, CA
(805)364-2790
www.organicsoupkitchen.org

Ventura Location Grand Opening: Campaign Planner

1. Establish the Situation

Organic Soup Kitchen has been providing nutrition and food security to the elderly and those with cancer or chronic illnesses since 2009. We make and deliver soups to our community members in need. Since its founding, they have served over 1 million bowls of soup to recipients in Santa Barbara, Goleta, Summerland, Carpinteria, and Santa Ynez Valley.

Opportunity: Organic Soup Kitchen is opening a new kitchen location in Ventura! This opening gives us the opportunity to reach an entirely new base of clients. The organization is doing well, and has secured enough funding and support to open up a second location. This is a time-bound event, since the grand opening of the Ventura kitchen is on May 20, 2023.

2. Do Your Research

Audience

Our target audience is middle-aged women and young adults, since our social media is geared towards potential customers and volunteers rather than clients. Our clients are the elderly and those suffering from chronic illnesses - both of whom are not as likely to be on any social media, especially Instagram. According to Business News Daily, people in older generations like Gen X prefer to share articles, photos, and videos about their interests rather than sharing selfies and personal information.

To appeal to middle aged women, Organic Soup Kitchen's Instagram is full of easily-shared static picture posts of bright colorful foods and peppy descriptions. The posts describe the nutritional benefits of our ingredients and meals, announce upcoming events, and provide tips on eating healthily and sustainably.

To appeal to young adults, we take advantage of Instagram's platform, since Instagram is mainly used by people ages 18-34. Both target audiences, especially young adults, mainly use Instagram to follow their friends and groups they are interested in and support. Middle aged women, especially housewives, are likely to also be involved with other volunteer organizations if they're following Organic Soup Kitchen.

Competitors

Many other soup kitchens and food banks seem less focused on the organic and healthy angle and more on feeding people, so Organic Soup Kitchen has a unique identity in this industry.

For example, Foodbank of Southern California's Instagram account includes bright pictures of the foods it serves and the people they are helping, but there is no particular emphasis on the nutritional value of those foods. Organic Soup Kitchen also has more followers and a stronger social media presence than many other local soup kitchens and food banks. Foodbank of Southern California only has 154 followers on Instagram, while Organic Soup Kitchen currently has 1,683 Instagram followers. Many of Organic Soup Kitchen's post descriptions talk about the health benefits of our foods, but many of the Foodbanks's descriptions focus on the people they are helping or have fun little descriptions of the photos.

Much of the industry is like this, emphasizing the clients and the quantity of food, so Organic Soup Kitchen's focus on the quality of our food is relatively unique. It is not necessary for most small food banks or soup kitchens to put a huge amount of effort into having a perfectly polished social media presence or put a huge emphasis on strategy and social media engagement. In fact, mimicking the social media strategies of corporate companies would likely make our audience trust us less. Local non-profits like Organic Soup Kitchen do not usually have the time or volunteer power to run large campaigns, so this relatively small campaign for the grand opening will draw positive attention and engagement from our audience.

3. Define Goals, Objectives, and Messages

- The objective of this campaign is to generate interest, awareness, and support for the grand opening of our new location in Ventura.
- A successful campaign would have a big turnout for opening day, a new batch of Ventura volunteers, and a new customer base in Ventura.
- The audience needs to know about our organization and the new kitchen opening. The audience should think positively about our organization and the nutritious, organic food we serve.
- Our goal is for the audience to attend the grand opening and support our organization through donations, purchases, volunteer work, and spreading awareness of our organization.
- Interesting and informative Instagram posts will compel the audience to share our posts with friends and put it on their Instagram story. Content that portrays Organic Soup Kitchen as a trustworthy nonprofit will also compel people to help us and spread the word.

4. Develop a Content/Editorial Calendar and Timeline

The campaign will be run through Instagram, since it is Organic Soup Kitchen's primary social media and we don't have as much of an established presence on other platforms. It is a popular platform for much of our target audience, which is young adults and middle aged women.

- The first post of the campaign will announce the upcoming grand opening of Organic Soup Kitchen Ventura.
- It will be followed with posts describing health benefits of the soups they'll use at the new kitchen, an "About Me" post about the director of the new location, and other general posts.
- These general posts will keep our audience engaged and occasionally remind them of the upcoming event.
- The final post will announce that the grand opening is tomorrow, reminding our audience to attend and describing the attractions at the event.

5. Measure, Adjust, Repeat

We will measure the success of this campaign by comparing the amount of likes and shares with previous Organic Soup Kitchen posts and compare those numbers to similar nonprofits. We will also count the number of people who visit the Ventura kitchen's grand opening, which will give us a good idea of how many people heard about it and are actually invested in supporting our organization. We will also talk to people attending the grand opening and ask how they heard about the event and their opinion of Organic Soup Kitchen and its new location.

If the campaign is not successful and we do not receive the engagement and attendance we were hoping for, we will reassess our audience and their social media preferences. We will re-tailor our material to those preferences and increase the number of general posts to every few days instead of once a week to increase brand awareness and engagement. This strategy is more time-consuming for our workers, but it will be implemented if our current strategy is not effective enough.

PROVIDED BY:

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Organic Soup Kitchen

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SOCIAL NETWORK	DATE	TIME (PST)	CONTENT TYPE	TOPIC	SOCIAL COPY	NOTES (e.g., specific images, etc.)
WEEK 1: MONDAY	04/17/2023					
INSTAGRAM	4/17/23	8:00 AM	STORY	Upcoming announcement	Stay tuned - exciting announcement to come!	Words on graphic background
	4/17/23	3:00 PM	New Post	Event announcement	Organic Soup Kitchen Ventura grand opening!	"Grand Opening" on colorful background
WEEK 2: MONDAY	04/24/2023					
INSTAGRAM	4/24/23	8:00 AM	New Post	Food post	Pictured is our Coconut Curry Lentil soup, a long-standing client favorite.	Picture of Coconut Curry Lentil soup
	4/24/23	12:00 PM	STORY	General post	Organic Soup Kitchen has served over 1 million bowls of soup to those in need. Become a volunteer today and help us serve 1 million more!	Words on graphic background
WEEK 3: MONDAY	05/01/2023					
INSTAGRAM	5/1/23	10:00 AM	New Post	Employee introduction	Meet Annie Smith, Director of the new Organic Soup Kitchen in Ventura!	Picture of Annie Smith
	5/1/23	3:00 PM	STORY	Infographic	Did you know that roughly 5.2 million older Americans (6.8%) faced food insecurity in 2020, and this problem has only gotten bigger? We aim to lower that percentage by providing nutritious food to those in need.	Infographic about elderly people without sufficient nutrition
WEEK 4: MONDAY	05/08/2023					
INSTAGRAM	5/8/23	8:00 AM	STORY	Jennifer Hale livestream	Let's Talk: Nutrition Livestream with Communications Director Jennifer Hyle Hale happens TONIGHT at 7PM PST.	Picture of Jennifer Hale with words at bottom.
	5/8/23	12:00 PM	New Post	Grand opening reminder and food post	The opening will feature many events, including taste testing of several of our soups - including this soup, the delicious and nutrient-rich Tuscan White Bean and Kale.	Picture of Tuscan White Bean and Kale soup
WEEK 5: MONDAY	05/15/2023					
INSTAGRAM	5/15/23	8:00 AM	STORY	Event reminder	Remember: Organic Soup Kitchen Ventura's grand opening is on Saturday, 10AM-3PM!	Words with picture of Ventura kitchen in background
	5/19/23	8:00 AM	New Post	Event reminder	Organic Soup Kitchen Ventura - Grand Opening TOMORROW	Announcement with graphic background

A graphic for Organic Soup Kitchen Ventura's grand opening. It features a light green background with a darker green circle on the left and a brown circle on the top right. A white square with a drop shadow is centered, containing the text "ORGANIC SOUP KITCHEN VENTURA" and "GRAND OPENING" in bold, white, sans-serif font. An orange curved line is at the bottom.

ORGANIC SOUP KITCHEN VENTURA

GRAND OPENING



organicsoup



organicsoup Due to popular demand, Organic Soup Kitchen is opening a new location in Ventura! The kitchen's grand opening will be on May 20 at 10AM. The address is 34 N Palm St, Ventura, CA. Stay tuned for events to take place at the grand opening!

10m



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10 MINUTES AGO



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Post



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organicsoup Organic Soup Kitchen has been supporting residents of Santa Barbara since 2009, and has served over 1 million bowls of soup to those in need. Now we are excited to serve and support the community of Ventura in the same way!

Pictured is our Coconut Curry Lentil soup, a long-standing client favorite. The bright and savory flavor of curry perfectly complements the deep, earthy lentils. This recipe is especially good for the immune system, as it includes shiitake mushrooms and a bountiful blend of vegetables.

9s



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organicsoup Meet Annie Smith, the Director of the new Organic Soup Kitchen in Ventura! Annie and her team have been working tirelessly to prep the new kitchen for opening. Annie will be hosting a meet n' greet at the Grand Opening on May 20 at 10AM, so you can meet her then!

Annie is a graduate of UCSB and has been working in the nonprofit sector for nearly two decades. She worked in Santa Barbara's Organic Soup Kitchen for three years as an Assistant Director before taking on this new role. Annie is very passionate about serving quality organic food to those in need, and has the goal of serving 1 million bowls of soup in Ventura by 2025!

10s



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organicsoup Everyone is invited to visit Organic Soup Kitchen Ventura's upcoming grand opening on May 20! The opening will include many events, including taste testing of several of our soups - including this soup, the delicious and nutrient-rich Tuscan White Bean and Kale.

What makes Organic Soup Kitchen's meals so special? All the herbs and spices used are non-radiated so that they maintain their medicinal value, and in each soup there is a minimum of 15 ingredients that cover the vitamins and minerals necessary to boost one's immune system. Health is our priority, and so we help our community members maintain a nutritious diet so they can be at their best!

10s



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organicsoup: Come meet the team and check out the new Ventura location at Organic Soup Kitchen's grand opening TOMORROW! We will have meet n' greets, taste testing, kitchen tours, and more. The event will start at 10AM and end at 3PM. We hope to see you there!

Address: 34 N Palm St, Ventura, CA

10s



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10 SECONDS AGO



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