

the farmlink project

Marketing Plan

Hunger Action Month 2024

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Presented To:

The Farmlink Project

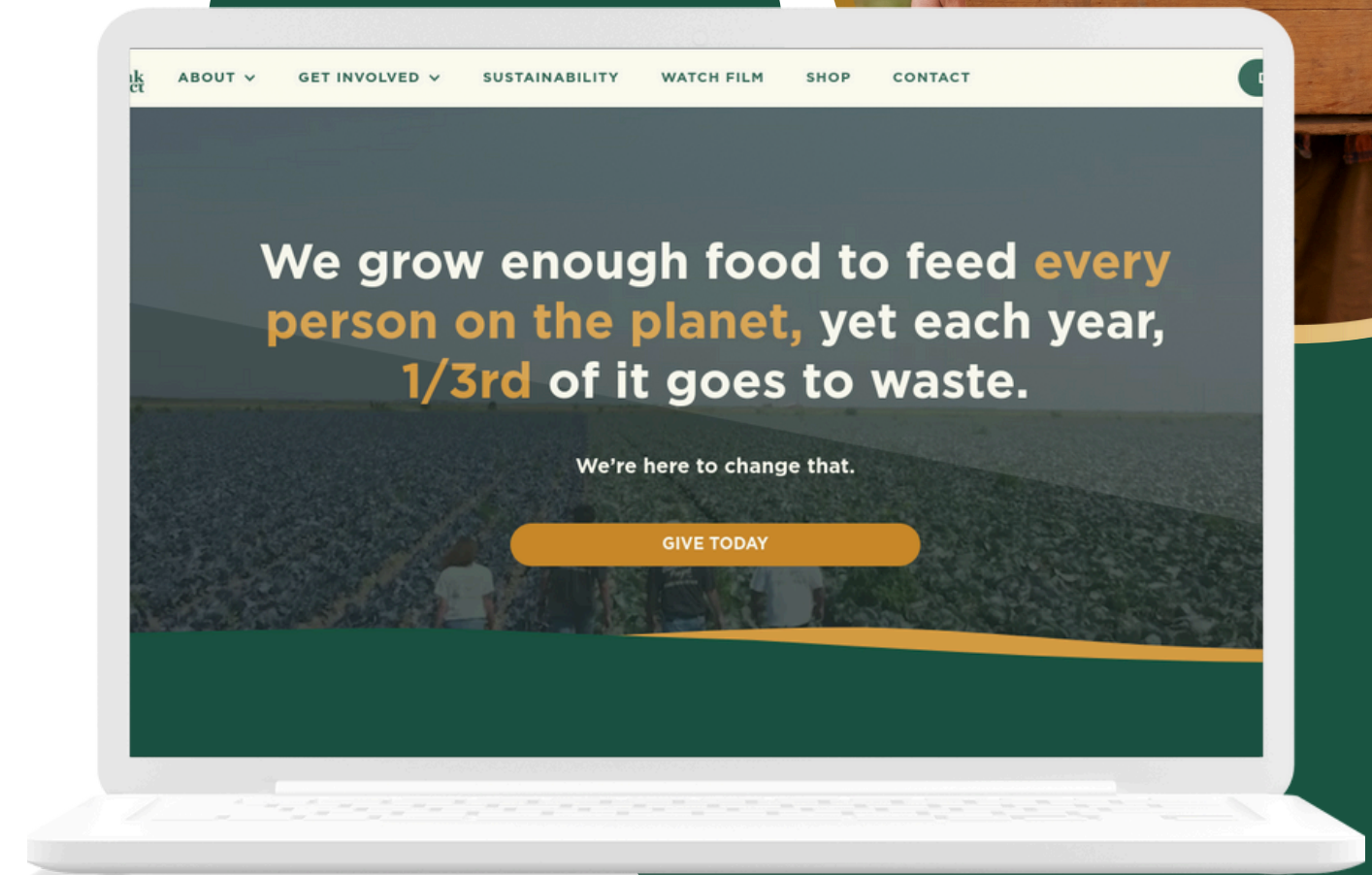


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Hunger Action Month 2024 | #GoOrange

Messaging

Delivering Hope

Sample 2024 Campaign Theme - Delivering Hope

Sample 2024 tagline - “Together, we can alleviate hunger and reduce waste one delivery at a time.”

2024 Vision Messaging - With every action we take together, we are one step closer to making food insecurity a thing of the past. We need the support of the community now more than ever to help our neighbors in need. At The Farmlink Project, we are reducing waste and delivering so much more than nutritious food to our local communities and food banks- we are delivering **HOPE**.

2024 Call-to-Action Messaging - Every day, millions of people across the country face food insecurity. This month, we have the opportunity to raise awareness, advocate for those in need, and mobilize our efforts to make a lasting impact. Your involvement can help us ensure that everyone has access to nutritious meals. Take action today by registering to volunteer or making a financial gift to The Farmlink Project.

Hunger Action Month: One Month, One Mission

#HungerActionMonth24 #HAM24 #FarmlinkProject #DeliveringHope



Messaging

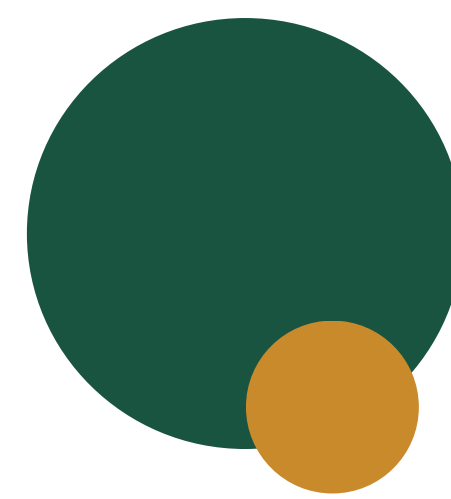
Engage volunteers, donors, and corporate partners with a one day call to action

HUNGER ACTION DAY - SEPTEMBER 10TH, 2024

1. Posting a photo of yourself wearing your orange Farmlink Project T-shirt.
2. Tag @farmlinkproject as well as friends you would like to engage.
3. Use the hashtags #HungerActionMonth and #DeliveringHope
4. Encourage your followers to take action – make a financial gift, register to volunteer, share on social media, or take their own photo wearing orange Farmlink Project merchandise.

Sample copy for e-newsletters, blog posts or socials: September is #HungerActionMonth and I'm teaming up with The Farmlink Project to help raise awareness around the alarming increase in food insecurity. We encourage you to join us as we support farmers and feed families by taking action – through donation, advocacy, engaging on social media, or taking a photo wearing orange!

- Use action-oriented language such as 'join the Farmlink Project community' or 'stay informed' to encourage newsletter sign-ups.
- Ensure the benefits of subscribing are clear. For example, "Get updates on how your donations are making a difference."
- Engage a corporate partner to match all gifts and double the impact of each gift made in this one day.
- Incentivize people to purchase an item from the online store by receiving a discount when they subscribe to the newsletter.

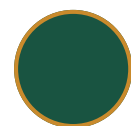


Campaign Goals

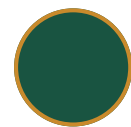
Three overall goals of the 2024 Hunger Action Month campaign.



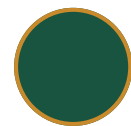
GOALS



Increase web traffic*



Increase newsletter subscribers



Increase overall awareness



*Track website traffic and bounce rates through Google Analytics and/or Wix and Wordpress.

Budget

The digital budget is versatile and can be tailored to various contexts, making it a powerful tool for reaching audiences in diverse settings using both video & photos.

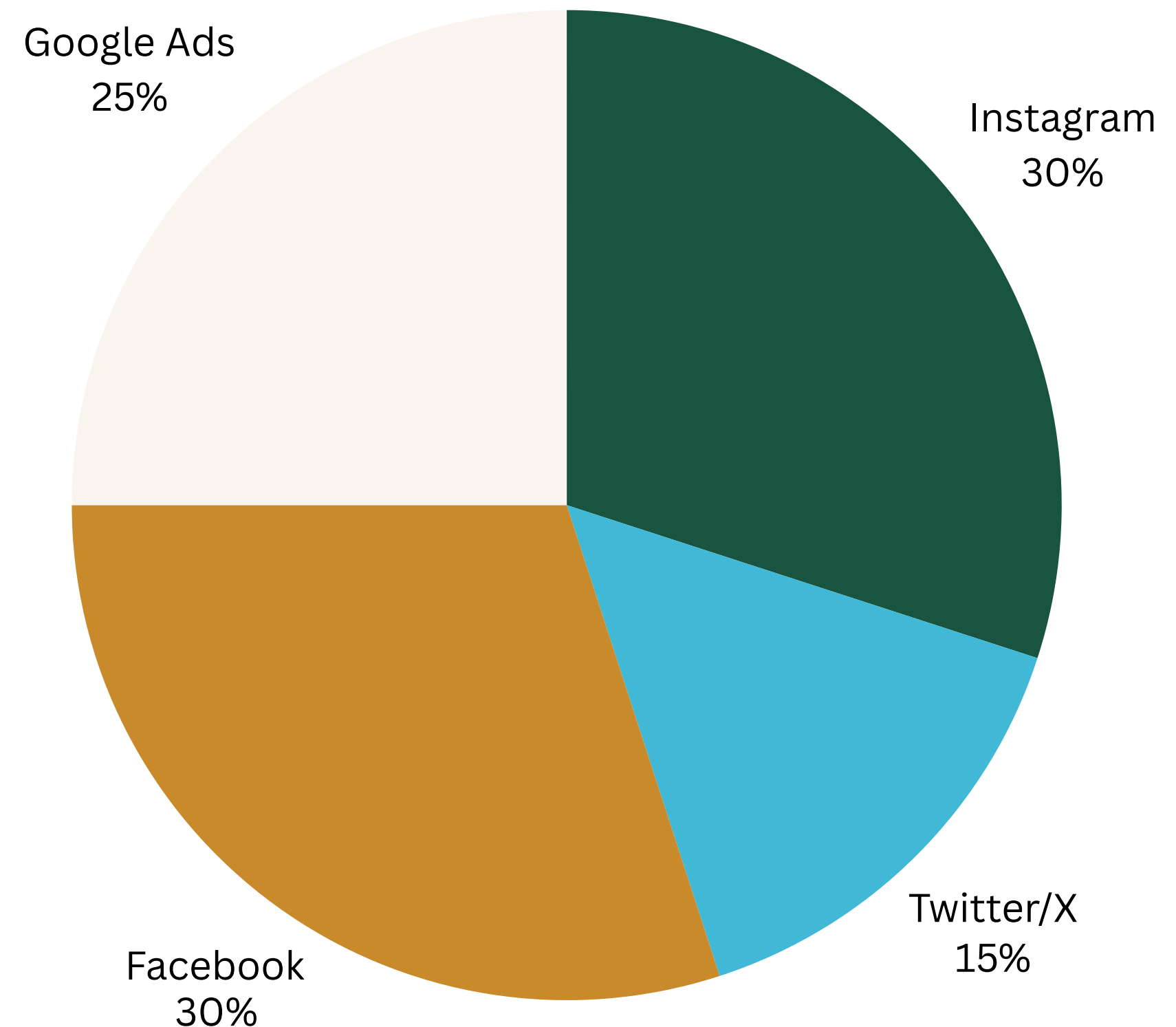


Strategy & Allocation

● \$5,000 ad spend for Google Ads* & social

● Conduct an A/B test in the Meta Business platform

● Track the metrics and adjust accordingly



*The Google Ad grant is also a fantastic way for your organization to take advantage of \$10,000 a month in grant-funded advertising & automatic keyword bidding.

Budget Breakdown

Lay out a timeline for the marketing activities and initiatives that will make the campaign successful.

Estimated breakdown based on specific goals and target audience:

- Google Ads: 30-40% (\$1,500 - \$2,000) – Good for capturing high-intent traffic and driving conversions.
- Facebook: 25-30% (\$1,250 - \$1,500) – Strong for demographic targeting and building engagement.
- Instagram: 20-25% (\$1,000 - \$1,250) – Effective for visual campaigns and reaching younger audiences.
- X (Twitter): 10-15% (\$500 - \$750) – Useful for real-time marketing and niche audiences.

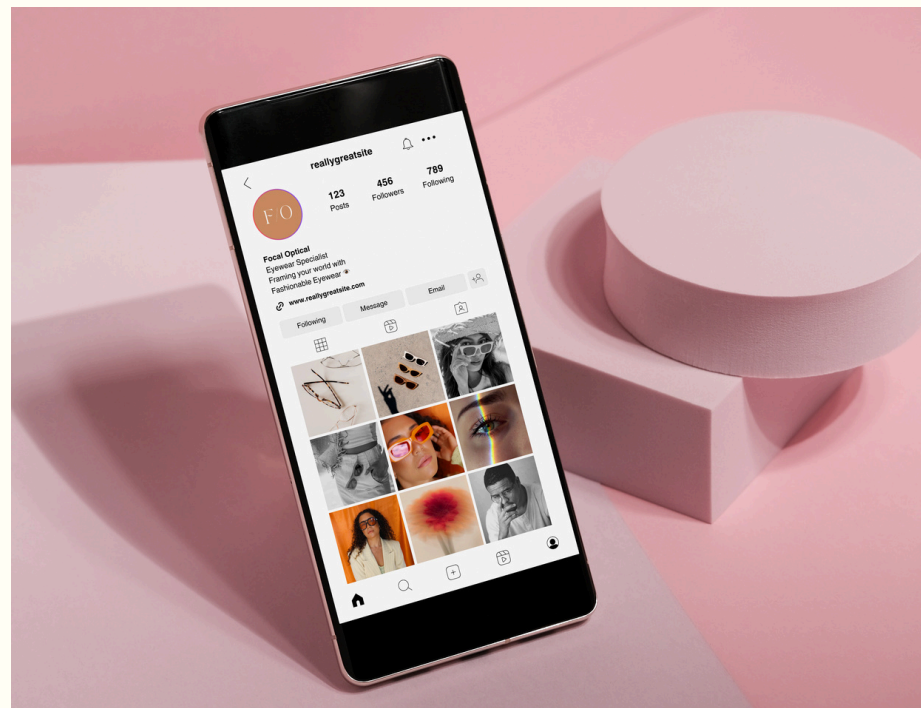
Tracking metrics, KPIs & overall performance:

Test and Optimize: Start with the initial allocation, monitor performance, and adjust based on which platform delivers the best results. Utilize A/B testing to refine your approach.

Track Metrics and ROI in Google Ads: Measure key metrics like cost per click, cost per acquisition, engagement rates, and return on ad spend. Adjust the budget allocation based on these insights to maximize overall effectiveness while also utilizing display ads with photos.

Marketing Channels

Utilize various channels to drive traffic to the website, increase newsletter signups, and target potential new donors.



Social Media

Capitalize on the 40K+ followers to increase website hits. Utilize Later.com to schedule posts at various times to track engagement rates.



E-mail Marketing

Include call to actions including: donate, volunteer & shop in the online store. Track click-through rates and set up auto-responders.



Mobile Giving Campaign

Text a keyword such as FARM or FEED to 90074 to donate a specific amount. Include this campaign in social & digital promotions.

Additional Promotions

Additional ways the marketing budget can be allocated for Hunger Action Month.



New Merchandise

New T-shirts, trucker hats and totes promoting Hunger Action Month that can be sold in the online store and/or gifted to the appropriate supporters.



Video Integration

Utilize in-house team member or outsource a videographer to create a compelling Hunger Action Month video displaying goals & highlighting stories.



Influencer Marketing

Allocate a portion of the budget towards influencer marketing. Even micro & mid-tier influencers can help increase reach and engagement.

Relationship Building

Converting new subscribers or site visitors into donors involves a combination of building relationships, providing value, and making the donation process seamless.

A Few Tactics:

- Welcome Series: Create an engaging email series for new subscribers. Introduce them to your mission, share success stories, and explain how their support makes a difference.
- Personalization: Use their name and tailor content if possible-personal touches help build a longer lasting connection.
- Frequent Updates: Keep subscribers engaged with blog posts & social media updates. Regular communication helps keep your cause top-of-mind.
- Success Stories: Highlight stories of individuals or communities that have benefited from donations.
- Impact Reports: Provide clear and concise reports or infographics showing how donations are used and the results achieved.
- Clear Call-to-Action: Make it easy for subscribers to become monthly donors. Use clear, compelling action items in your emails, on your website, and in social media posts.



Cause Marketing

Utilize resources you already have! Engage a corporate partner such as Chipotle for a month-long cause marketing campaign.

Wear Orange, Go Green!

What: A corporate partnership to generate awareness and create a social media moment.

How: Stop into any XYZ retail chain during Hunger Action Month wearing orange HAM/Farmlink Project merchandise, and receive a free reusable water bottle / coffee cup. Bring this item back into the store and receive 50% off of every future refill. The cup can be co-branded with both logos celebrating the partnership.

Why: It generates good will among the community, while showcasing an environmentally friendly promotion.

Promote: Press release sent out to local media announcing Hunger Action Month and all events surrounding the initiative. TV & radio PSAs can also help spread the word.

Engage colleges and universities & greek life to participate as well.

Social Media Tags: #WearOrangeGoGreen #HAM24 #FarmlinkProject



OOH Advertising



The TV, radio, print, out-of-home and digital public service advertisements (PSAs) will tell the poignant stories of how The Farmlink Project supports farmers and feeds families.

Digital Billboards

Transit Advertising

Bus Shelters

Digital Kiosks



#GoOrange

Contact well known buildings to “Go Orange” for Hunger Action Month by changing their lights to orange in support.

Contact Digital Billboard Companies:

- Lamar Advertising
- Clear Channel Outdoor
- Outfront Media

Leverage donated ad space or allocate funds to make a big statement for Hunger Action Month.

*I utilized the items listed to the left when I sat on a 2016 committee with Meals on Wheels America and The Ad Council for a national awareness campaign addressing senior hunger and social isolation.

Thank You!

Thank you very much for taking the time to review my submission. I look forward to hearing from the hiring team soon!



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