



CALIFORNIA
ASSOCIATION OF
FOOD BANKS

WELCOME

WE WILL BEGIN SHORTLY



PUBLIC AWARENESS CAMPAIGN

NLG COMMUNICATIONS | PERCEPTIV

NAOMI GOLDMAN | CRAIG RETTIG | DAVE SCHWARTZ

7/20/21

What:



CAFB is working on a campaign that can be utilized by member food banks to raise awareness about the critical role food banks play in our communities.

Why:



- You asked!
- Make an impact together & individually / statewide & locally
- Keep hunger front & center

Who:



CAFB:

- Stacia Hill Levenfeld, CEO
- Rachael Lacey, Communications Manager
- Lauren Lathan Reid (me), Director of Communications

Consultants

- NLG Communications & Perceptiv

Advisors

- Communications WorkGroup

Naomi Goldman

Principal, NLG Communications



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COMMUNICATIONS

Craig Rettig
Partner, Perceptiv



Dave Schwartz

Partner, Perceptiv



“Now is the time to educate our communities about the vital role that food banks play in California’s social safety net.”



Outline



- A Dynamic Opportunity
- Theme & Creative Approach
- Implementation
- Timing & Next Steps

A Dynamic Opportunity

A Challenging Opportunity



- **Meet the moment on hunger in CA:** sense of urgency and sustained need
- **When the headlines fade:** create ongoing visibility and awareness – starting in October
- **First-ever CAFB-driven statewide campaign:**
 - Association resources to seed initial rollout + flexible member food bank placements
- **Dynamic, thematic, research-informed campaign:**
 - Spotlight new faces, new voices in the hunger relief movement: your food bank employees
 - Data + personal narratives to personalize this humanitarian crisis
 - Unifying, conversation-starting, high-profile campaign + rollout
 - Robust toolkit with turnkey, customizable, ready-to-use paid, earned and social media assets – flexibility in medium + message

Our Collective Value + Impact



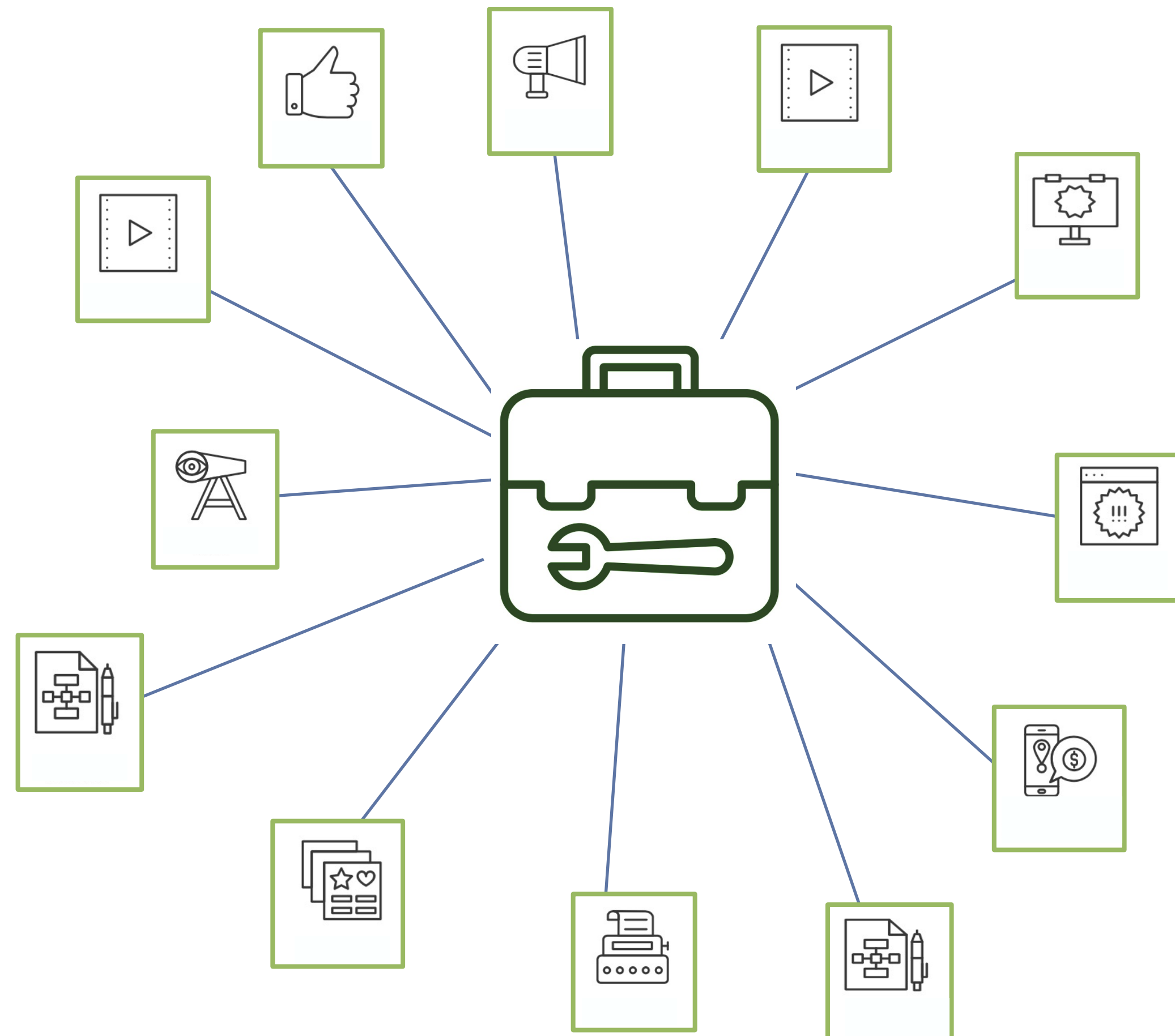
- **Lift-up hunger + hunger relief:** Elevate the message and build a movement
- **Year-round solutions:** Enlist Californians as champions with year-round solutions: a gateway to learn, act, give
- **Support + empower member food banks:** Provide new assets and resources: complementary campaigns for some, primary and transformational for others
- **Create momentum + a multiplier effect:** Through the power and diversity of 41 food banks
- **State + federal impact:** Augment policy work and economic remedies at the state/federal level
- **Online portal:** Build a one-stop online portal for long-term education and engagement
- **Everyone involved:** Foster multi-audience impact and involvement: food banks, current and prospective donors, volunteers, community, government, partners, allies, media

Toolkit At-A-Glance



- **Comprehensive toolkit provided to all member food banks**

- Social media graphics
- Radio
- Television
- Outdoor
- Online banner ads
- Sample tweets/posts
- Media materials
- Fact sheets
- Messages
- Video testimonials
- Best practices
- How to guidelines



Theme & Creative Approach

Theme Execution



Real. Relatable. Compelling. Inclusive.

- A series of engaging photos from the perspective of those who are helping helping alleviate hunger every day in so many different ways.
- Statistics are important, but the story of those helping fight hunger provides a human connection.
- Marry portraits with compelling headlines and copy that reinforce those being featured.
- An entire campaign across paid, earned, and social media that leads back to a landing page telling the deeper story of hunger — engaging you to learn more and be part of the solution.

Theme Concept



Everyone to the Table.

- This theme is a call to action that everyone has a role in solving hunger
- As the pandemic subsides, the light will dim as the crisis continues
- We must act immediately to bring every Californian to the table now and keep them involved

Everyonetothe**Table.org**



Outdoor



HUNGER NEVER GIVES UP.

Angela Mendoza,
Operations Supervisor

Everyone to the Table.org

You can help. Learn. Act. Give.

NEITHER DOES ANGELA.



Outdoor



HUNGER HAS A FACE.

Eric Davis,
Volunteer Manager

SO DOES HELP.

Everyone to the Table.org

You can: Learn. Act. Give.



Print



WE'RE HERE.
UNTIL THE
NEED ISN'T.

Tamika Campbell,
Logistics Coordinator

As a food bank logistics coordinator, last year Tamika helped California food banks distribute more than 1 billion pounds of food. Hunger in our community is real and doesn't stop when the TV cameras leave. That's why you're a vital link to help ensure that Tamika and her team can continue to fulfill every Californians' fundamental right to food security. **Learn. Act. Give.**

Everyone to the Table.org



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Print

IF YOU'VE
EVER BEEN
HUNGRY.

YOU KNOW
WHY ERIC
IS HERE.

Eric King,
Logistics Coordinator

As a food bank transportation lead, Eric helps make sure families have the critical support they need 365 days a year. Because he knows from experience what hunger feels like, he's committed to helping the 8 million Californian's living with hunger. Explore the many ways you can help us meet the needs of your neighbors experiencing food insecurity. **Learn. Act. Give.**

Everyonetothe**Table.org**



**CALIFORNIA
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Video

WE'RE HERE.

Visual: Light music bed up and under

Audio:
SFX:



Visual: Food bank employee
Audio: Woman: Because one out of every four Californian's don't know where their next meal will come from.
SFX: Light music bed up and under



Visual: Light music bed up and under
Audio: Man: Because we can end hunger if we're all in the fight.
SFX: Light music bed up and under



Visual: Light music bed up and under
Audio: Because the food from California's farms and fields should never go to waste.
SFX: Light music bed up and under



Visual: Light music bed up and under
Audio: Woman [in Spanish]: Because hunger statewide is still at record levels.
SFX: Light music bed up and under

**WE'RE HERE.
UNTIL THE NEED ISN'T.**

Visual: Cut to "We're Here." "Until the need isn't." fades up after a beat.
Audio:
SFX: Light music bed up and under



Visual: Logos fade up, then URL
VO: Learn, Act, Give at Everyone to the table.org
SFX: Music fades

Social Media



All roads lead to a dynamic online portal (campaign webpage):

- **Personal narratives/testimonials:** from food bank staff and people being served (photos and videos)
- **Learn:** Educational content – hunger in California, role of the food banks, data/factoids
- **Act:** Opportunities to take action
- **Give:** Links to local CAFB Food Banks (zip code-generated) to donate
- **Shareable:** social media graphics/other assets for all Californians



Implementation

Everyone to the Table Toolkit



Media Assets

- **Social media graphics:** 10 graphics for Facebook, Twitter, Instagram, Zoom
- **Radio:** Three :60 second spots
- **Television:** Three :15 second spots
- **Outdoor:** Three transit shelters, bus kings and tails, bench ads, bulletins (14 x 48, 10 x 40, 10.5 x 36), 30-sheet (12.3 x 24.6), and 8-sheet (6 x 12)
- **Online banner ads:** Three ads (300 x 250, 970 x 90, 300 x 600, 250 x 250, 120 x 600, 160 x 60)

Everyone to the Table Toolkit



Written Copy

- Campaign backgrounder, key messages, FAQ
- Sample social media tweets/posts
- **Fact sheets:** such as state of hunger, impact of food banks, CAFB pipeline
- **Tip sheets:** such as most needed product donations
- **Copy:** newsletter, website, social copy

Everyone to the Table Toolkit



Media/spokesperson materials

- **Video testimonials:** Capturing and using effective written and video testimonials
- **Templates:** Media advisory, news releases/news pitches, opinion editorial (op-ed), calendar, announcement and public service announcements (for launch/sustained/seasonal pushes)
- **Speakers Bureau:** How-to sheet for creating a formalized speakers bureau
- **Best practices:** Virtual forum and social media
- **Guidelines:** Spokesperson, interview tips

Development – Creative Assets



You are making the difference: making CAFB food bank employees the stars

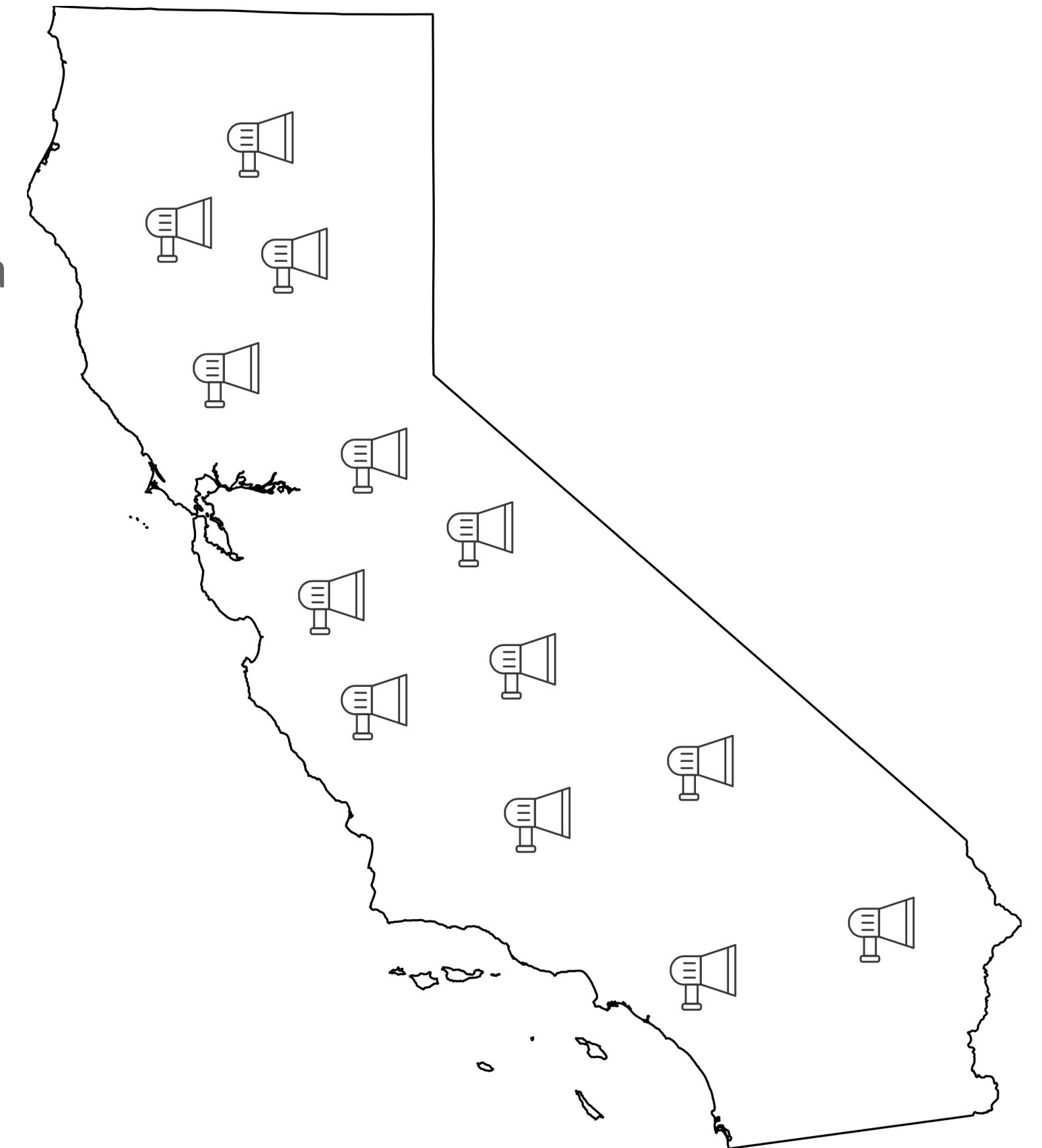
- Diversity of storytellers is key (food bank employees/volunteers' roles, ethnicity, age, gender, geography)
- The deeper the collective statewide representation, the stronger the message and impact
- We want your food bank's voices and stories and personal experiences front and center
- Making it easy: we will provide guidance and support:
 - Scripted and unscripted direction – for planned and improvised narratives
 - Specs for still photos and video smartphone settings
 - Google share drive to upload all creative assets by week of 8.16
 - Detailed information to follow

Development – Paid Media Rollout



Supporting campaign with statewide integrated rollout

- **CAFB Launch:** October rollout covering California with paid and earned media
- **Member Launch:** Member food banks support campaign with paid and earned media to amplify impact
- **CAFB and Member Food Banks:** Ongoing support of campaign beyond initial rollout

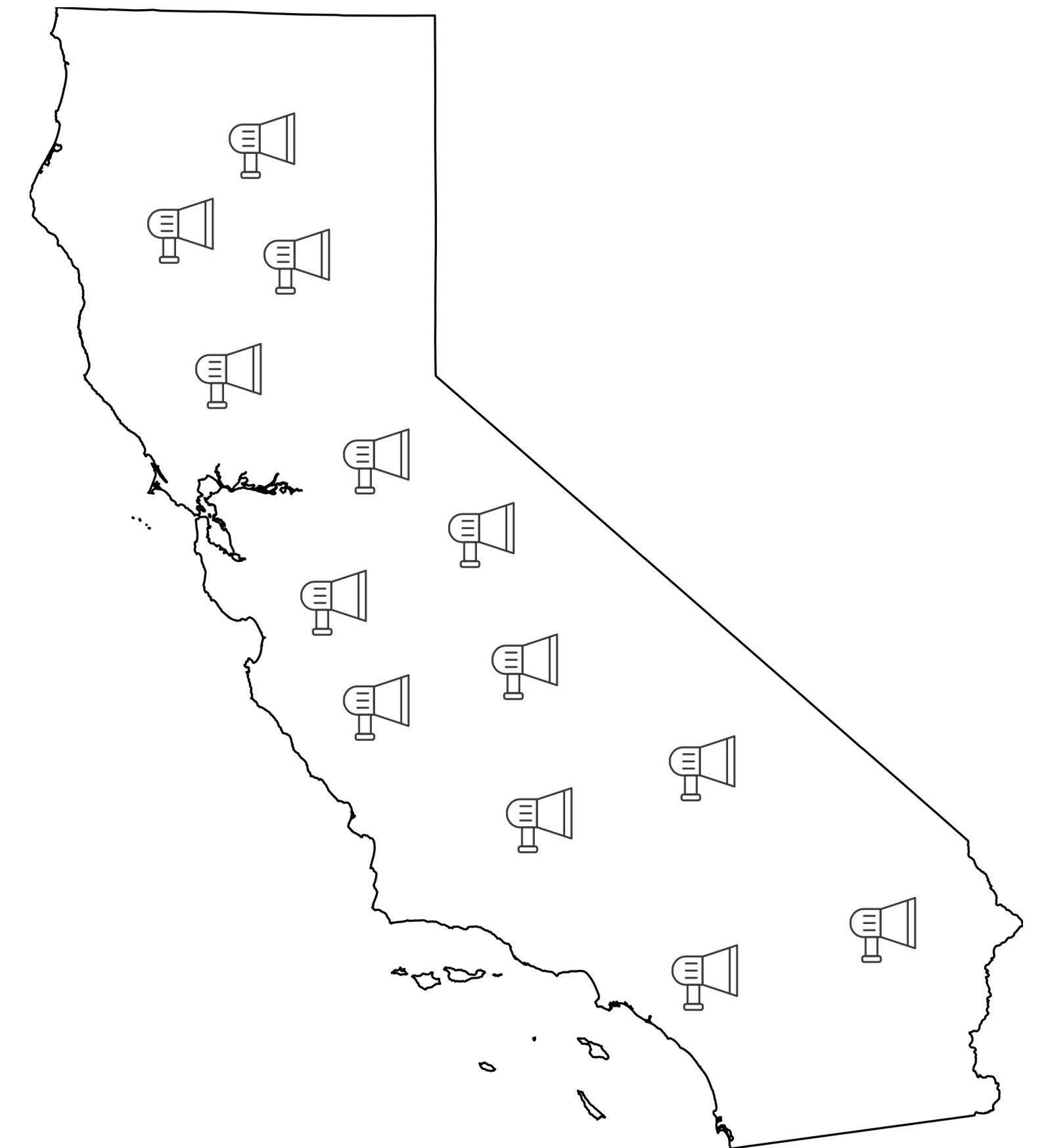


Development – Earned Media Rollout



Integrated support includes earned media

- **Campaign seeding:** Creative assets in markets statewide + “state of hunger” data and news = earned media launch at statewide level
- **Toolkit:** Template media materials, spokesperson messages and other elements to support local market PR/visibility
- **Strategy:** Statewide strategy for launch + recommended local market ideas and support to execute coordinated approach



Timing & Next Steps

Timing – Key Milestones



Milestones	Week of 7.19	Week of 7.26	Week of 8.16	Week of 9.20	Week of 10.04	Ongoing
CAFB Member Presentation						
Request for Member Photos/Videos						
Member Campaign Planning Begins						
Member Photos/Videos Delivered						
Internal Rollout with Members/Toolkit/Website						
CAFB Campaign Launch						
Member Campaign Launch						

Next Steps



- **Development**
 - Food Banks to Provide Creative Assets: start your engines today!
 - Development of All Elements
 - Communication Strategy/Rollout Plan
 - Toolkit provided
- **Implementation**
 - Internal and External Rollout
- **Outcome**
 - Campaign Deployment

Q&A

PLEASE USE THE Q&A FEATURE

REMINDERS:

1. WE WILL SEND OUT RECORDING / SLIDES
2. PLEASE FILL OUT POST-WEBINAR SURVEY

UPCOMING EVENTS



WEDNESDAY, JULY 21

**DISCUSSION GROUP:
WORKING WITH FOOD
BANK VOLUNTEERS**

with Alameda County
Community Food Bank

1PM-2PM

TUESDAY, AUGUST 17

**WEBINAR:
REACHING UNDERSERVED
POPULATIONS**

More info to come!

1PM-2PM

THURSDAY, OCTOBER 7

**MEMBER MEETING
CAFB (VIRTUAL) ANNUAL
MEMBER MEETING**

You're Invited!

1PM