



Case Study

Addressing Food Shortage for Youth in San Diego





Introduction

Alternative Strategies embarked on a mission to shed light on the scarcity of food resources for children in San Diego during the summer months. With schools out and children no longer receiving meals through their educational institutions, the risk of food insecurity became a pressing concern. The team at Alternative Strategies recognized the urgency of the situation and devised a comprehensive campaign to address this issue.



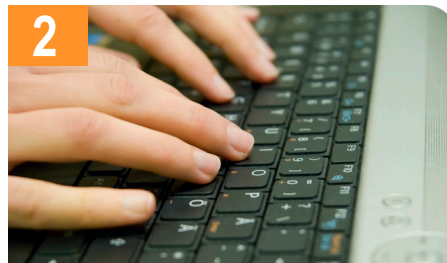
Campaign Objective

The primary goal was to raise awareness about the shortage of food for children in San Diego during the summer and to generate funds for the cause. The campaign aimed to leverage National Make a Difference in a Child's Life Month in July to create a collective effort among businesses and the community to support Feeding San Diego, an esteemed hunger relief organization.



1 CAUSE IDENTIFICATION AND PARTNER SELECTION

Alternative Strategies identified the shortage of food resources for children in San Diego during the summer as a significant social issue. They chose Feeding San Diego as the beneficiary organization due to its credibility and established impact in the community.



2 COLLABORATION WITH CLIENTS

Alternative Strategies engaged eleven of their hospitality clients to participate in the campaign. These businesses pledged to donate a portion of their proceeds from specific items to Feeding San Diego throughout July.



3 MULTIMEDIA CAMPAIGN

The team designed compelling visual assets, including fliers, posters, and social media graphics, to promote the campaign across various platforms. They also created a dedicated website/landing page showcasing participating clients, secured media coverage, and campaign results.



4 MEDIA OUTREACH

Alternative Strategies reached out to media outlets to secure coverage for the campaign. The comprehensive media effort encompassed print, online, and TV coverage. The campaign received substantial attention from major local media outlets.



5 VOLUNTEER INVOLVEMENT

The campaign didn't stop at fundraising; it included active participation. Alternative Strategies scheduled a volunteer day at Feeding San Diego, where both their team and clients volunteered to support the organization. This event added a tangible element to the campaign's impact.



6 IMPACT MEASUREMENT

The ultimate goal was to raise funds that directly contributed to the number of meals provided to youth in San Diego. The campaign aimed to quantify its success in terms of meals provided and funds raised.

Our Client Participants



Donating 10% of Sandwiches and Panini sales



Donating 50% of Barrio Pepino sales



Donating \$1 of every Champ Burger



Donating 50% of Portobello Mushroom Tacos
San Diego locations only



Donating 100% Fo Shisho Roll sales
(limited time item)



LA JOLLA • EST. 1972

Donating \$2 of each Carne Asada Burrito sale



Donating \$1 of Watermelon Margarita Slushies



Donating 50% of Avocado Taco Sales



Donating \$1 of every Chicken Tender order



Donating \$1 of every Fried Pickle order



Results

The campaign yielded remarkable outcomes

**FUNDS
RAISED**

A TOTAL OF

\$13,000

was raised through the collective efforts of **Alternative Strategies**, their clients, and the community

**MEALS
PROVIDED**

THE FUNDS RAISED
TRANSLATED INTO

26,000

meals for the youth in San Diego, ensuring that thousands of children had access to nourishment during the summer.

Media Coverage

The campaign garnered extensive media coverage from reputable outlets, including:





Conclusion

Alternative Strategies successfully leveraged their think tank approach to address a pressing social issue – food scarcity for children in San Diego. Through strategic collaboration, impactful media outreach, and active volunteer involvement, they not only raised funds but also generated significant

awareness about the importance of providing meals to vulnerable youth. This campaign stands as a testament to their commitment to social responsibility and effective marketing strategies that drive positive change.