

CAMPUS FOOD PANTRY MARKETING STRATEGY

DISCOVERY

Evaluate feasibility with desired goal

- Is the goal achievable? Based on previous campaign appeals and the scope of this potential donor audience, this goal is achievable.
- The case for giving: The Campus Food Pantry has experienced exponential growth, with an increase of 500% in visitors in the past year. Its annual budget was \$75K; it now needs \$25K per month. With rising inflation, including a large international student need, more funds are required to keep this service sustainable.

Each spring, SEC universities participate in a virtual “SEC Food Fight,” where each dollar raised counts as a point. Leveraging this competition, combined with a crowdfunding platform to feature this need, creates ideal momentum for a fundraising campaign.

Opportunity for Matching Gifts

>Are there any major gift donors who would be willing to provide a challenge match?

COLLABORATION

All-team meeting to brainstorm audiences, channel opportunities, strategy and stewardship.

AUDIENCES

Consists of previous donors and potential donors whose giving history, entity type or previous student organization reveals an affinity for this cause.

Segment 1 - All previous donors to the Campus Food Pantry

Segment 2 – All previous donors to the following funds:

Auburn Cares Food Assistance	Emergency Fund for Students
Health Promotion and Wellness Gifts	Feed the Family Fund
Student Success Fund	Hunger Solutions Institute
Previous Tiger Giving Day projects focused on Food Insecurity	Global Community Outreach

Segment 3 - All Current Parents – Both alumni and non-alumni

Segment 4 - All entities with a student activity code for International Student Organization or International Visa

Segment 5 - Keyword search in database for “hunger” and “food insecurity”

Segment 6 - All faculty and staff who have not made a current year gift

CHANNEL STRATEGY + DEPLOYMENT SCHEDULE

(Across a Monday-Friday fundraising week, stewardship the week after)

- Digital storytelling with strong video component
- Video—approach athletics—any notable players/coaches willing to film soundbites
- Social media, utilizing story reels; identify student digital ambassadors and influencers
- Email—two emails (first one with three different versions) with Food Pantry Coordinator and Volunteer as signers
- Texting campaign to eligible donors from Segment 1
- Parent Portal posting
- All channels have unique trackable links to evaluate results

DATE	CHANNEL	ASSET	AUDIENCE
Monday, 9 a.m.	AU Newswire Auburn.edu homepage teaser	Digital story w/ video	All AU Audience
Monday, 10 am.	Social media	Re-post link to story	All AU Audience
Tuesday, 8 a.m.	3 versions of same email – slight variation in copy for Parents and Faculty/Staff	Appeal from POV Food Pantry Coordinator	Segments 1, 2, 4, 5 Segment 3 Segment 6
Tuesday, 10 a.m.	Parent Portal Post	Use Parent email copy/visual	Segment 3
Tuesday, 12 p.m.	Social media	Social story w/video	All AU Audience
Wednesday, 9 a.m.	Social media	Social story w/video	All AU Audience
Wednesday, 4 p.m.	Texting	Text from student	Segment 1, suppress recent gifts
Thursday, 8 a.m.	Email	Appeal from POV Food Pantry Volunteer	All segments, update about results
Thursday, 9 a.m.	Social media	Social post w/ graphic—update time running out and results so far	All AU Audience
Friday, 9 a.m.	Social media	Social story w/video; athletics CTA	All AU Audience
Friday, 12 p.m.	Parent Portal	Update w/ graphic – results and final push	Segment 3
Saturday, 1 p.m.	Social media	Results and thank you	All AU Audience
Monday, 11 a.m.	Stewardship Email	Thank you video email	All donors to campaign
Tuesday, 9 a.m.	AU Newswire Auburn.edu website	Stewardship digital story w/ results	All AU Family

EVALUATION

• Overall dollars and donor goals • Previous donors who gave again • New/lapsed donors engaged	• Entity types and demographics • Alumni life stage • Average gift + major gift potential
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• Giving channel preference	• Benchmark for future efforts
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