

Food For Thought – Denver

Communications Framework

Our Mission Statement

The mission of Food For Thought – Denver is the elimination of weekend hunger in Denver’s Title 1 elementary schools. By providing a PowerSack to each child in the school each week, we hope to assure that no child goes hungry over the weekend.

Overview

Food For Thought – Denver is growing at an impressive rate. Growth, while exciting for our organization, also brings challenges in how we manage our communications both internally and externally.

The purpose of this Communications Plan is to get aligned on how we manage all the content that is so critical for our growth, establish a shared, centralized location for all organizational assets, and create a streamlined process for communication.

The goal of the Communications Committee is execute the organization’s core messaging through all relevant channels in a timely fashion.

Communications Committee: Who Does What? (flesh this out)

Ben, Woodie, Matt,

Antony Bruno: Content and Media Relations

- Press release writing and scheduling
- Media outreach/story pitching
- Thought Leadership
- Keep media event calendars up to date w/ RAB event dates/info

Internal Communications Plan Components

1. Content Management

The administration of our digital content assets throughout their lifecycle: from creation to permanent storage, to deletion or archive. The content involved may be documents (marketing collateral, calendars, PR, administrative, confidential), images, video, audio, and multimedia.

The Communications Committee needs to leverage a centralized location for all content assets, event calendars, marketing materials, and creative assets.

Google Drive: Organize and communicate Google Drive folder so we can access all relevant content assets necessary to effectively perform our respective roles so the Committee can effectively contribute to the organization's growth.

2. Calendars

Event calendar and communications calendar (content calendar for social media and blogging, PR / Media Relations, and Email marketing). Both of these are established in Google Drive. Our shared calendar should include the event name and following information about the event: what it is, who will be there, why it's important, and a detailed description of all the relevant details of the event.

Example: Bob is going to meet with a group of corporate decision makers at XYZ Company. They have been to a few packing events and know their philanthropic core values align with our mission. They have decided to donate \$25k to FFT and want to present the check to Bob at their headquarters. The Communications Committee should have direct access to all the relevant details of this event in the shared event calendar (assuming the Arvada Sunrise calendar):

- Company Name
- Company Details
- Relationship History with FFT
- Individual Names
- Donation Amount
- Relevant Notes

3. Alignment

The ability to access information in a single place and having access to one promotional calendar means complete transparency across all channels: social media, media relations, content marketing, email marketing, website, and idea sharing. When we all know what we're doing, we're poised to do it effectively (maximizing reach and engagement).

FFT Media Relations

Overall Objective:

Establish FFT as an effective solution to the problem of childhood hunger, and its' premier RAB fundraising event as a must-attend addition to the Denver food/drink/music scene.

Goals

- Increase FFT awareness and participation
- Generate greater interest in RAB from both food/drink/music vendors and attendees
- Elevate Food for Thought's brand awareness, exposure, and understanding of mission

Audiences

Press

- Education press
- Policy press (school nutrition)
- Food/Drink and Local event Press

Vendors

- Restaurants
- Breweries
- Distilleries
- Bands/Performers

Other

- Donors/Sponsors
- Volunteers
- Childhood Hunger Advocates

Strategies

H1 Strategy

Communicate school expansion details to press (awareness effort)

Send media alerts to H1 FFT events

- "Castle" donor event
- Volunteer appreciation event
- End of school year summary of activities (meals packet/distributed, volunteers contributing, etc.)

(Include RAB mentions in all FFT related press efforts)

Ask corporate volunteers to share relevant press releases and news via their respective press efforts.

Top Chef outreach

- Attempt to contact producers behind Top Chef Denver to determine the possibility of incorporating FFT in some fashion.

Kids Helping Kids angle

Brainstorm and develop a program that inspires kids to participate in FFT activities

- Ask friends to donate to FFT in lieu of bday presents
- FFT packing as an organized school activity
- School of Rock integration

(once angle is determined, create an announcement around it for press announcement.)

H2 Strategy

Back to School

RAB Save the date announced and added to all relevant event calendars

- Push save the date to all past attendees, donors, and other RAB contacts.

Mention in all FFT back-to-school press activities

Release and press push when tix on sale

- Emphasis on inviting food/drink/music influencers to attend

Vendor announcements (food/drinks/music)

All-encompassing press release 2 weeks out from event

Other (potential):

- Ticket sales milestones
- Pitch vendor spokespeople on topics related to childhood hunger and FFT mission.
- Secure an official press sponsor

Immediate post-event:

- Photos via social
- Results release?
- Thank you push

Topline Messages

Rock-A- Belly Festival is a local hunger awareness event and fundraiser for Food For Thought Denver (FFT), a local charity providing weekend meals to hungry schoolchildren.

- Event is notable not only for the great food, drink, and entertainment it provides, but also the worthwhile cause it serves.
- The event seeks to raise enough funds to add additional schools to the FFT program, feeding hundreds of additional Denver schoolkids.
- To do so, we've compiled some of Denver's best restaurants, breweries, and distilleries to serve attendees, along with a full evening of musical entertainment.

FFT combats childhood hunger by providing students of participating schools with enough food to help feed a family of four for the weekend.

- Over 90% of the students in the schools included receive free or reduced breakfast and lunch at school. These are often the only meals these children receive each day and without FFT, many of them would go hungry until they returned to school.

Rock-A- Belly Festival combines great food, great drinks, and great music.

- Musical entertainment includes Hazel Miller (of Big Head Todd and the Monsters) and Chris Daniels and the Kings.
- Food Vendors include TKTK
- Drink providers include TKTK
- TK on other (DJ/MC)

Rock-A- Belly Festival is supported by an all-star lineup of donors and sponsors.

- Sponsors include Visa, TKTK

Formats

Each communications effort will receive different levels of communications support depending on the importance of each, utilizing one or a combination of the below formats

Blog

Any announcement will be communicated on the FFT blog. Any announcement distributed via press release will have an accompanying blog post for additional context and to communicate our story directly. Certain blog posts will be sent to reporters in lieu of press release for direct linking and quoting.

Content

FFT will provide its Point of View on moments specific to childhood hunger through blog, social and other communications formats.

Press

Identify relevant press opportunities in target outlet editorial calendars and pitch FFT/RAB accordingly.

Develop communications plans for all items in the immediate calendar and prepare proactive pitches to key press targets.

Bylined Articles

Draft guest op-eds for target publications weighing in on hunger, food/drink event, and education topics that establish FFT/RAB as an advocate and authority.

Social

(see social section below)

Social

RAB GOALS AND KPIs

We need to be able to capture and track progress against the three primary goals by defining some broader Key Performance Indicators (KPIs) for our social media and content marketing efforts. This will help us achieve our goals and set benchmarks for future RAB events.

GOAL #1: Increase event attendance (ticket sales, corporate sponsorships)

KPIs: Follower Growth on Facebook, Instagram, and Twitter, referral traffic from social sources to RAB tickets page, sales, sponsorship packet downloads

GOAL #2: Increase event engagement from attending vendors

KPIs: Engagement rates on social, blog, and video content and RAB promotion / social sharing

GOAL #3: Increase Food For Thought's brand awareness, exposure, and recognition

KPIs: Impressions, reach, and shares of social, blog, and video content

FACEBOOK

Organic Content and Stories:

The most valuable type of content in Facebook's Newsfeed Algorithm is video. We should create 3 short videos in September and October that emphasize FFT's mission, RAB's place in it, and the cool stuff that goes down at RAB.

Short Video Ideas:

- Video #1: (September): Bob, John, and Jeane announcing ticket sales, talking about the successes of previous years, gratitude to sponsors, vendors, and supporters, and generating excitement for this year's event. RAB Committee or others can participate for quotes and to help generate buzz.
- Video #2: Take a "Turnhalle Tour": POV walk-through of event center, narrated with food / craft beer / activities mentions, music guests
- Video #3: Thanks to all of our amazing sponsors

Posting Cadence:

- Post on Facebook page 3-4 times each week (max) starting in September
 - At least 1 video every couple weeks
 - 1 post per week can be call to action focused (tickets)
 - All other content should be engagement-driven
- Use Facebook Insights and Audience Insights to learn the times of day that our audience is online to know when to schedule posts. Posting in the morning or in the evening is usually the best. We will test out different times and measure results based on reach, impressions, and engagement.

Paid Advertising (Budget: \$650 + Ali Johnson's \$250/mo - does this include Instagram?):

Objective - Boost social engagement and brand / event awareness:

Promoted Posts & Content - Amplify specific posts and branded content by boosting this content to show up more ubiquitously in newsfeeds. We will use this method to get more Likes, comments, shares, video, and photo views.

Objective - Increase social referral traffic to RAB page and FFT blog:

Clicks to Website - This is the social promotion of our RAB page and FFT blog and will come in the form of a certain blog post (longer form, thought leadership), a creative asset (infographic), or a call-to-action (buy tickets)

INSTAGRAM

Organic Content and Stories:

When posting on Instagram, it's important to follow these guidelines:

Images: Visually pleasing, high quality images. Use little to no text (unless we are posting a quote – in which case the quote should be laid over the image)

Videos: Video can be up to 60 seconds, but should be shorter than that if possible. All video should have captions.

Captions: The captions should be concise. Our text will get cut off after the third line. We need to keep it short so the user doesn't have to click more to learn about the photo or video. At the end of the caption, include at least 3 relevant hashtags and 1 branded hashtag (#RAB2016). Also should include emojis when applicable. Grammers love emojis.

Tagging: Be sure to tag users, brands (sponsors), bands, restaurants, etc. that have pages on Instagram if they are present in the content we're posting.

Locations: Add locations (Metro State, Tivoli, etc.) to our posts whenever possible so our content shows up in more places on Instagram.

Here are some examples of content that should be a part of our posting strategy:

- **Behind the Scenes (Planning meetings, Day of RAB)** – Use the #BTS hashtag along with branded hashtags (#RAB2016, #FFTDenver) to feature our behind-the-scenes footage of the event and the participants
- **Videos** – Just like what is recommended for Facebook, these should be quick and emotionally appealing, entertaining, or informative
- **User Generated Content** – Regram positive content posted by users on Instagram about FFT or past RAB (or other) events
- **Time Relevant** – Content that revolves around timely events like RAB tickets on sale or Friday morning PowerSacks
- **Brand Personality** – Images of past RAB happenings, Bob's Friday morning inspiration before food packing
- **Emotionally Appealing** – Images of the kids, existing video, images / video of past RAB events

Posting Cadence:

- Post on Instagram 3-4 times each week
 - At least 1 video every couple weeks
 - All posts should be engagement-driven and user-focused
- Posting either early in the morning or later in the evening is best. Test out different times and measure results based on engagement rates.

TWITTER

Organic Content and Stories:

When posting to Twitter, it's important to follow these guidelines:

The Twitter 80/20 Rule – 80% of tweets should focus on driving interactions / engagement with followers. 20% should be pushing ticket sales for RAB.

Use Hashtags – Incorporate at least 1 hashtag (no more than 4) that is relevant to the content of that tweet.

Use Relevant Imagery – Images should be used in tweets at least 50% of the time. We have an abundance of past RAB imagery and current FFT (kids, food packing, etc.).

Content posted on Twitter should focus on the following:

- **Emotionally Appealing** – Images of the kids, existing video, images / video of past RAB events
- **Inspirational** – Quotes, past RAB images, images of PowerSack packing, hungry kids, content that will help inspire followers to attend the event and help the FFT mission
- **Brand Personality** – Images of past RAB happenings, Bob's Friday morning inspiration speech before food packing
- **Time Relevant** – Content that revolves around timely events like RAB tickets on sale or Friday morning PowerSacks
- **User Generated Content** – Regram positive content posted by users on Instagram about FFT or past RAB (or other) events
- **Twitter Trending Topics** – Join relevant conversations and trending topics and timely conversations with users on Twitter. This could be craft beer profiles, restaurants, or any relevant organizations to the FFT cause
- **Marketing / Call-to-Action** – Content that promotes ticket sales on the RAB page with the call-to-action language in the copy (remember the 20% rule)

Posting Cadence:

- Post relevant content using the 80/20 rule at least 5-7 times per week
- The best time for re-tweets is between 8 pm – 9 pm

PROPOSED RAB EVENT CALENDAR

(See full [FFT Communications Calendar](#) for additional details)

July

- **SAVE THE DATE ANNOUNCEMENT ON 7/8 or 7/11:** Promote announcement in Facebook, Twitter, Instagram, LinkedIn; send traffic to save-the-date RAB page
- Share Sponsorship Packet
- Share with past attendees, sponsors, and supporters
- Ask everyone committed to RAB III (sponsors, vendors, entertainment, supporters) to share announcement through their own channels

August

- RAB page on FFT site full launch – social push for awareness and generate excitement for upcoming ticket sales in September
- Establish full social media content and blog topic calendar for September – November 5
- Share existing FFT video on website
- Share infographic from FFT Home Page

September

- Tickets on sale! Social push to RAB page announcing ticket sales
- Share Sponsorship Packet
- Direct reaches to RAB 2016 participants and supporters
- Short Video: Bob, John, and Jeane RAB feature: “we are FFT,” past events and what it means and does for the mission, generate buzz for 2016, announce tickets on sale in Sept
- **Hunger Awareness Month:** Identify short list of influencers (including Twitter) in the craft beer / culinary space and children or family non-profit evangelists. Draft a thought leadership piece and include our infographic to get traction with influencers. Coordinate with Antony for potential press coverage
- PowerSack packing is on! Blog post, timelapse video, social push, and RAB mention

October

- World Food Day: draft blog post with FFT mission and tie in how the sole purpose of RAB is raise awareness and lots of dollars to put food in the stomachs of food insecure kids
- Social push for WFD, Friday food packing, RAB ticket page
- Short video #1: “Turnhalle Tour”: POV walk-through of event center, narrated with food / craft beer / activities mentions (highlight some of the best dishes / vendors / beers)
- Short video #2: “Thanks to all our amazing sponsors” – specific title mentions by name

November

- Countdown to RAB!
- Social push on press release, recap everyone involved, last chance for tix!
- Day of RAB Live Tweeting, photo sharing, timelapse video, short vignettes

Post-RAB (November)

- Results blog post and social sharing: attendees, tickets sold, photo sharing, special mentions, event recap, tee up RAB IV
- Thanks to everyone who made it possible - see you next year