

THE **LUNCHBOX** **FUN FREE**



**A PR PROPOSAL DESIGNED FOR
THE KIDS AND THE COMMUNITY**

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SITUATION ANALYSIS

OVERVIEW

The LunchBox Ohio, a 501(c)(3) nonprofit organization, provides free and nutritious lunches in the summer to low income children in the Franklinton and Hilltop areas. Katie Fisher Holmes and Bethy Spangler started the organization in 2016, feeding Columbus children over 800 meals in the summer of 2017, and hope to expand their reach and awareness for the upcoming summer of 2018.



MISSION STATEMENT

The mission of The LunchBox Ohio is to end childhood hunger by increasing access to fresh, local, and nutritious lunches in the summer months.



SWOT ANALYSIS

STRENGTHS

Access to food and credibility through Mid-Ohio Food bank

The children enjoy the nutritious food

Food truck is an exciting new addition to meal program

Budding relationship with The Gladden House

Meals are always changing

Children can take meals off site, unlike similar, government funded organizations.

WEAKNESSES

Relied on Facebook, word-of-mouth and flyers at schools to spread word of summer food locations

No media coverage since starting their organization

Low name recognition within the community

Financial support comes from founders and out of pocket

Small staff and lack of volunteers

OPPORTUNITY

Media coverage

Mid-Ohio Food bank partnership

Relationship with The Gladden House

Setting up a station at Fam Jam 2016

Food truck in 2018 will allow for mobilization, i

Not many kids know about the organization,
there is opportunity to increase awareness

THREATS

Other free meal programs in the area;
one named The Lunch Box

Coming off as a charity organization

PROBLEM STATEMENT

The LunchBox Ohio is a new business that has not yet become an integrated part of the Franklinton and Hilltop communities. They are currently relying heavily on word of mouth and some social media to market their message and have low awareness in the community. They want to avoid being seen as a charity handout, believing it would deter children coming to their site.



The LunchBox Ohio is looking to increase awareness among children in the Hilltop and Franklinton areas about their summer food program and food truck. The LunchBox Ohio also wants to increase attendance at their summer program by becoming a staple part of the Franklinton communities. It is important to establish The LunchBox Ohio as as a fun and exciting way for kids to receive free food in the summer.

GOAL STATEMENT

RESEARCH FINDINGS

PRIMARY RESEARCH

We surveyed 177 3rd-5th graders at Avondale Elementary School about their lifestyles and opinions on food trucks. Full responses can be seen in the Appendix. These were the key findings:

STUDENT LIFESTYLE

- 73% of students have cell phones
- 40% of students spend their summer at the Gladden House
- 14% of students are aware of The LunchBox Ohio

FOOD TRUCKS

- 90% of students said they would be interested in going to a free, healthy food truck
- 55% of students said that good food is the best part of food trucks, and that good food would motivate them to go to a food truck
- 26% of students were interested in having free prizes at the food truck, and several write-in answers asked for toys, games and sporting equipment prizes
- 90% of students said they would enjoy painting the food truck, and this was further emphasized in write-in responses



SECONDARY RESEARCH

BARBERSHOPS

According to Pamela Moser, an Early Intervention Specialist with Easter Seals, barbershops are important spots in low-income communities. Other kid-oriented programs have used local barbershops to successfully target low-income communities, such as Barbershop Books, a successful partnership between Columbus City Council and Columbus City Schools that encouraged reading.

CORNER STORES

Corner stores, stores selling inexpensive food products such as candy, chips and sodas are common in low income areas. A 2013 study by The Food Trust found that 57 percent of fourth to sixth-grade students in low-income areas shopped in corner stores in the morning, 58 percent in the afternoon and 45 percent shopped both morning and afternoon.

RADIO

According to a 2015 study done by The Nielsen Company, radio usage is near 90 percent for kids ages 6 to 17. The radio reaches more Americans each week than any other media platform. Children and teenagers also actively listen to radio ads, with two in three surveyed children and teenagers stating that they learn about new products, movies and events from listening to the radio. Power 107.5 is the primary radio station for urban listeners in Columbus.

COMMUNITY INVOLVEMENT

It is proven that recommendations from community members carry more weight than ads and outside promotions; nonprofits specifically benefit from community influencers who support their cause.



FUN FREE FOOD

is the driving force behind our campaign.

MESSAGE

FUN

During the summer, kids want to have fun. They they want to hang out with friends, play games and listen to music; it's vacation! The LunchBox Ohio should feel the same way. Bright colors and large, eye-catching graphics on our promotional materials will grab kids' attention, and the fun, interactive activities at the Summer Block Party will set the LunchBox Ohio apart from other free meal programs.

FREE

By including "free" in the message, it reminds the children that the meal comes to them at no cost. It is an easy and effective way for the LunchBox to differentiate itself from commercial food trucks. To avoid it seeming like a charity or handout, "free" is sandwiched between the two other aspects of our campaign: fun and food.



The LunchBox Ohio emphasized that the kids enjoyed their healthy food. After asking students about their favorite parts of food trucks, we concluded that "good food" is a big selling point for our target audience.

TARGET PUBLICS

9-12 year-old kids

These are the older children among our publics who are independent and active during the summer. They have the ability to influence their younger siblings and friends. Based on our primary research, 73 percent of this age group have and use their cell phones. Ninety percent listen to the radio. They receive most of their information from their friends. They frequently visit community centers, especially The Gladden House and The Boys and Girls Club.



6-9 year-old kids

Our next public shares similar characteristics as the 9-12 year olds, however they are younger and may be in the care of older siblings or guardians in the summer. They are less independent and do not have cell phones but often go to the community centers as well. They also listen to the radio and rely on word of mouth communication.



Community Influencers

In order to access the children in the lower income communities, it is important to leverage community influencers. These are areas in which our other target publics frequent and are efficient hotspots to spread information about The LunchBox Ohio. These influencers are active parts of the Franklinton and Hilltop communities and are already integrated in the kids' lives. These organizations include barber shops, local elementary schools, Boys and Girls Clubs and The Gladden House. According to primary research, 40 percent of children are at The Gladden House in the summer. Our secondary research supports that barbershops are integral parts of the community.



OBJECTIVES

9-12 YEAR OLD KIDS

ACTION

To have an effect on the action of 9-12 year-olds, specifically to obtain 60 text message service sign ups by the end of the Summer Block Party on June 2, 2018.

AWARNESS

To have an effect on the action of 9-12 year-olds, specifically to obtain 60 text message service sign ups by the end of the Summer Block Party on June 2, 2018.

6-9 YEAR OLD KIDS

ACTION

To have an effect on the action of 6-9 year olds, specifically to obtain 25 text message sign ups by the end of the Summer Block Party on June 2, 2018.

AWARNESS

To have an effect on the awareness of 6-9 year olds, specifically to increase their awareness of The LunchBox Ohio to 25 percent.

BOTH 6-9 AND 9-12

ACTION

To have an overarching effect on the action of both 6-9 year-olds and 9-12 year-olds, specifically to increase the total child attendance to The LunchBox Ohio by 30 percent, or 1,040 children served by August 31, 2018.

COMMUNITY INFLUENCERS

ACTION

To have an effect on the action of community leaders, specifically to have eight local businesses promote the Summer Block Party by agreeing to hang promotional materials and/or send out information in emails or newsletters by May 19, 2018.

AWARNESS

To have an effect on the awareness of community leaders, specifically to make 10 community leaders aware of The LunchBox Ohio and their Summer Block Party by May 19, 2018.

STRATEGIES

Interpersonal Communication

The LunchBox Ohio is a new organization and has little brand awareness in the community. For this reason, partnerships with community influencers are crucial to add credibility. Established organizations have resources and access to the community that The LunchBox can leverage. Additionally, The LunchBox Ohio needs to establish themselves as a fun way to receive free meals in the summer. Thus, an effective strategy is to collaborate with a community influencer and host the Summer Block Party. Once The LunchBox Ohio has established their brand within the community, continued communication with the target publics is needed to keep them engaged with the free meal program throughout the summer.

Advertising and Promotional Media

The LunchBox Ohio will not always be able to communicate with the kids in person. Another effective strategy to promote the LunchBox Ohio and the Summer Block Party is to put promotional material in research-backed popular hotspots in the community. Promotional media includes flyers, social media, emails and radio spots.

News Media

Taking advantage of the visual elements at the Summer Block Party, The LunchBox Ohio will release a media alert for the event to gain community recognition and establish credibility.

THE RUNDOWN

PREPARATION

Revamping the website to include more information

PUBLICITY

Marketing the Summer Block Party event

Summer Block Party event with the Gladden House

PARTY

Continuing the conversation throughout summer with menu and location updates via text

TEXTING

PHASE 0: PREPARATION

Before marketing the event, the website will have to be updated to include new information about text updates and to be more accessible and informative to potential community partners. These are our recommendations for website changes:



Add "About Us" and contact information to the homepage.



Add a graphic on the homepage that tells readers to text "LUNCHBOX" to 662-200-4303 to sign up for weekly menus and location updates.



Add the Mid Ohio Foodbank logo to further emphasize The LunchBox's credibility.

PHASE 1: PUBLICITY

Before summer, approach community leaders to explain their summer meal program, the Summer Block Party and its benefits to the community. These influencers are important sources of information for our target publics, making them a great way to spread your message. In exchange for being featured on The LunchBox Ohio's website as a community partner, The LunchBox Ohio should ask for the following:

- Hang the promotional Summer Block Party poster, or handout printed flyers in May
- Ask schools to publish the poster on PeachJar, their digital flyer network
- Feature The LunchBox Ohio's Summer Block Party information on their social media platforms at least once during May
- Feature The LunchBox Ohio's Summer Block Party information in their newsletter at least once during May

COMMUNITY INFLUENCERS

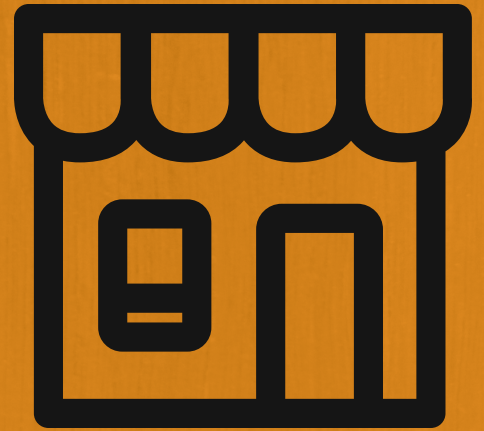
Barbershops	Righteous Cuts Barbershop	Stew's Barbershop
Community Centers	The Gladden House	The Boys and Girls Club
Elementary Schools	Starling Middle School Sullivant Elementary School	Avondale Elementary School Franklinton Prep Academy

PHASE 1: PUBLICITY

Corner Stores

The LunchBox Ohio should also approach local corner stores and ask them to hang promotional posters and/or hand out flyers. According to our research, these locations are hotspots for our target publics. We recommend the following corner stores:

- Hydra Market
- Gleason's Market
- Franklinton Produce Market
- Sally's Market
- Shop N' Save
- Marathon Food Center



Radio Ad

Our research shows that 90% of kids aged 6-19 listen to the radio on a daily basis, making this a great way to reach our market. Apply to be featured on Power 107.5's "Any Given Sunday", a free program that highlights important community organizations. Additionally, contact Tara Berman to book a 10 second radio ad for 107.5. Be sure to include information on the Summer Block Party and a call to action ("LUNCHBOX" to 662-200-4303").

PHASE 1: PUBLICITY

Media Alert

The Summer Block Party is going to be a fun and visually pleasing event to cover, making it the perfect news story. You'll create a media alert about the party and send it out to the local news stations listed below. This free publicity will keep the community buzzing about the event even after it's over, helping gain awareness. Send out media alerts to WBNS 10-TV, NBC4i, WSYX ABC 6, WTT Fox 28, the Columbus Dispatch, The Lantern and WOSU Public Media.



PHASE 2: PARTY

The LunchBox Ohio will partner with The Gladden House to host the Summer Block Party, a fun summer kick-off event aimed at introducing The LunchBox Ohio to the community. The event will be an interactive party, emphasizing that The LunchBox Ohio is more than just free summer meals: they're a fun and exciting part of the community. We estimate 200 children will attend, based on attendance at previous Gladden House events. The event will have the following elements:

Music

The LunchBox Ohio will reach out to the radio station Power 107.5, known as the primary radio station of Urban Columbus, to create a partnership for the event. In exchange for Power 107.5 becoming a sponsor or partner for the event, Power 107.5 will provide a DJ for the party.

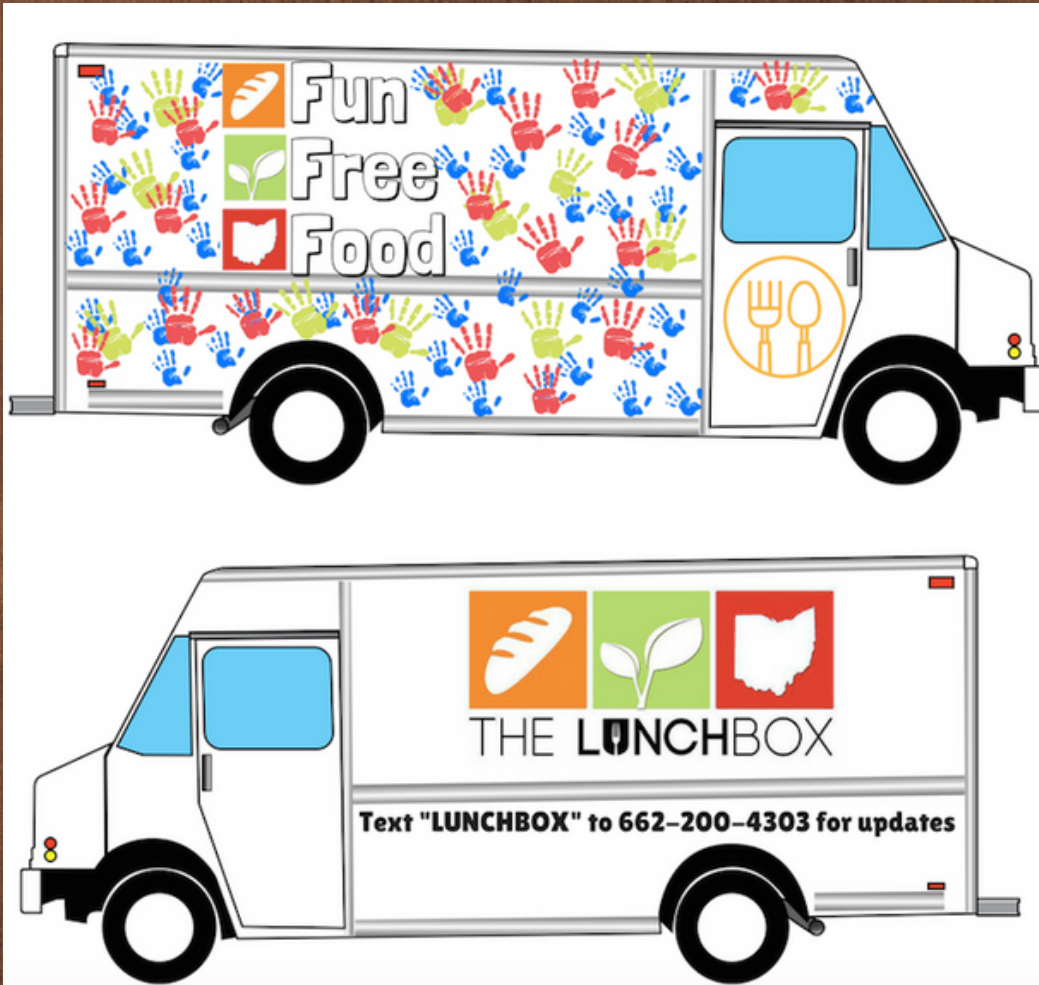


Free Snacks

The Summer Block Party is a great opportunity to introduce kids to The LunchBox Ohio's delicious food, so they will be providing free snacks and treats for the event.



PHASE 2: PARTY



FOOD TRUCK PAINTING

To emphasize The LunchBox Ohio's fun spirit, kids will get the chance to paint the new food truck at the event.

Students will be able to put their handprint on the truck, further connecting The LunchBox Ohio to the community.

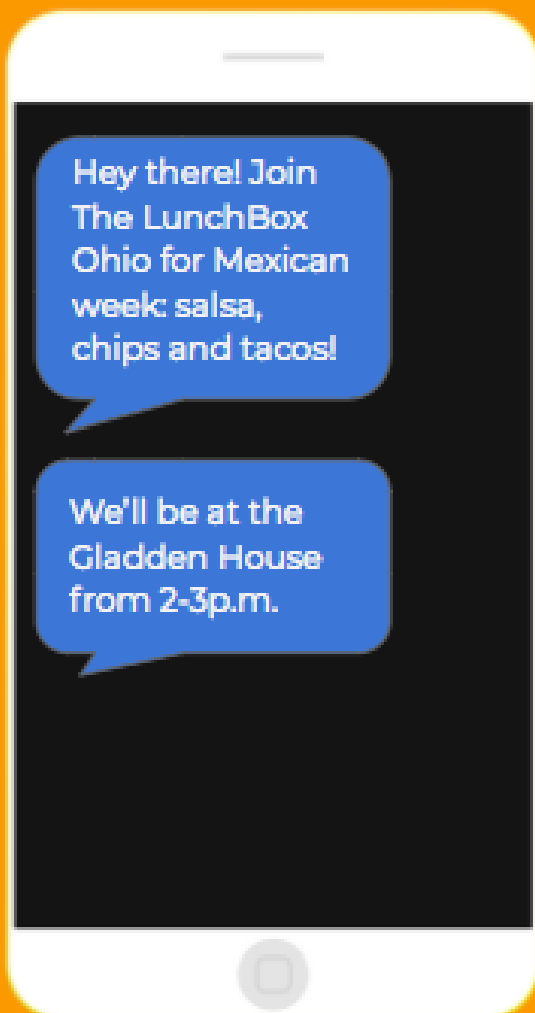
PHASE 2: PARTY



Children will be encouraged to sign up for text message updates from The LunchBox Ohio so they can receive menu and location updates throughout the summer. Phone numbers, age and gender will be collected through a Google Form, which is free and can be accessed through a laptop, iPhone or computer. To incentivize the sign ups, kids who sign up for updates will be entered into a raffle for free prizes. There will be three prizes for the raffle: a customized fidget spinner with The LunchBox Ohio's logo, a football and a t-shirt with the LunchBox Ohio's logo.

PHASE 3: TEXTING

To keep children updated, The LunchBox Ohio will send out an update every Monday including the “menu of the week” and locations and times of the food truck. The LunchBox Ohio will use the application “Mobile Text Alerts.” One to 175 subscribers cost \$19 a month on an unlimited plan.



To continue text message sign ups throughout the summer, The LunchBox Ohio will participate in a reward system. Research supports rewards, stating that the more children are rewarded for good behavior, the more routine the behavior becomes. For every child that brings a friend who hasn't signed up for a text update, both children will receive a free t-shirt. The LunchBox Ohio could also provide rewards for frequent customers to encourage attendance. The LunchBox Ohio can reward children with free branded t-shirt for every 10 times they come to the food truck.

The LunchBox Ohio can keep track of customers using a digital punch card, such as Digi Punchard (digipunchard.com). Digi Punchard keeps track of customers through phone numbers, and is free for 100 customers or just \$5 a month for 400

customers.

January +
February

Revamp the website

April + May

May + June

TIMELINE

June

June +
July + August

September

- Meet with community organization leaders to discuss The LunchBox Ohio and the Summer Block Party.
- Coordinate Summer Block Party with The Gladden House
- Set up the text message service

- Market the Summer Block Party at corner stores
- Run a radio ad on Power 107.5
- Apply to be featured on Power 107.5's Any Given Sunday
- Create a Facebook event for Summer Block Party
- Set up partnership with Power 107.5 and secure the DJ
- Order giveaway and reward items
- Order paint and brushes

- Summer Block Party
- Organize phone numbers into the text message service
- Send thank you and follow-up emails to organization leaders
- Set up digital punchcard system for rewards

- Send weekly updates about menu and locations using the text message service
- Distribute reward items

- Send follow-up survey to Avondale elementary students

EVALUATION

6-9 YEAR-OLD KIDS

To measure the effect on obtaining text message update sign-ups from 6-9 year-olds at the end of the Summer Block Party, The LunchBox Ohio will need to check the Google Form after the event. When kids are signing up for the text message service, the Google Form will require them to give their age, allowing The LunchBox Ohio to check ages later. If 25 6-9 year-olds sign up for text message updates during the Summer Block Party, this will be considered successful.

To measure the effect on increasing awareness of The LunchBox Ohio for 6-9 year-olds, The LunchBox Ohio will create a follow-up survey to the one distributed at Avondale Elementary in October 2017. The survey will be passed out to students upon their return to school at the end of August, and will ask for their age and if they had heard of The LunchBox Ohio. This will be considered successful if 25 percent of surveyed 6-9 year-old students report knowing about The LunchBox Ohio.

9-12 year-old kids

To measure the effect on obtaining text message update sign-ups from 9-12 year-olds at the end of the Summer Block Party, The LunchBox Ohio will repeat the same method as they did for measuring the success of sign-ups for 6-9 year-olds. If 60 9-12 year-olds sign up for text message updates during the Summer Block Party, this will be considered successful.

To measure the effect on increasing awareness of The LunchBox Ohio for 9-12 year-olds, The LunchBox Ohio will repeat the same method as they did for measuring the success of increasing awareness for 6-9 year-olds. This will be considered successful if 40 percent of surveyed 9-12 year-old students report knowing about The LunchBox Ohio.

EVALUATION

BOTH 6-9 AND 9-12 YEAR-OLD KIDS

To measure the effect on the total number of children coming to The LunchBox Ohio, a volunteer will be tasked with using a clicker to keep track of the number of children who come to pick up meals each day. This will be logged into a spreadsheet and totaled at the end of summer on August 31, 2018. This will be considered successful if the child attendance to The LunchBox Ohio during the summer totals at least 1,040 by August 31, 2018.

COMMUNITY LEADERS

To measure the effect on having organization leaders promote The LunchBox Ohio and the Summer Block Party, count how many community leaders agree to hang promotional flyers and/or include information about The LunchBox Ohio and the Summer Block Party in emails and newsletters.

This would be considered successful if at least eight organizations agree to promote The LunchBox Ohio and the Summer Block Party by May 19, 2018.

To measure the effect on organization leader awareness of The LunchBox Ohio, count how many organization leaders The LunchBox Ohio was able to meet with before June. This will be considered successful if The LunchBox Ohio is able to meet with and inform 10 organizations that had never heard of The LunchBox Ohio prior to their meeting by May 19, 2018.

BUDGET

SUMMER BLOCK PARTY	
Fliers	\$112.49
Radio ad	\$285
Paint	\$69
Food	\$250
DJ	\$100
Total	\$816.49
TEXTING/ATTENDANCE	
MobileE text	\$57
Attendance tracker	\$5
Texting Total	\$62
PRIZES	
Prizes	\$120
Shirts	\$838.75
Prizes Total	\$958.75

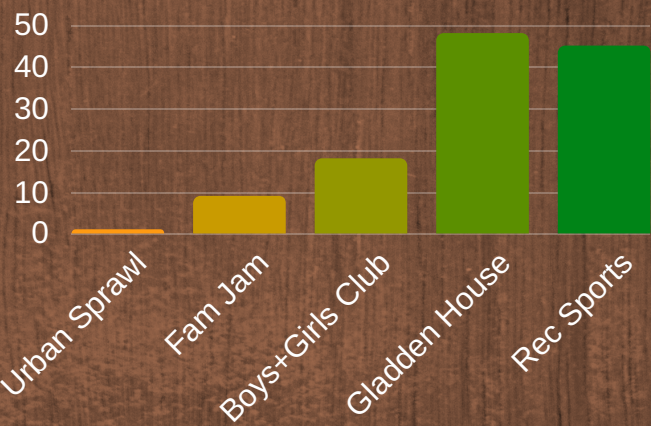
Total: \$1,835.24

APPENDIX

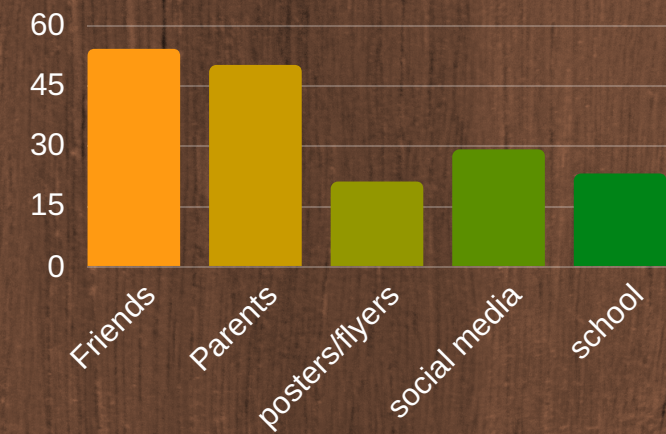
Survey

We created a survey about student lifestyles and opinions. It was passed out to 177 3rd-5th graders at Avondale Elementary School. These are the results:

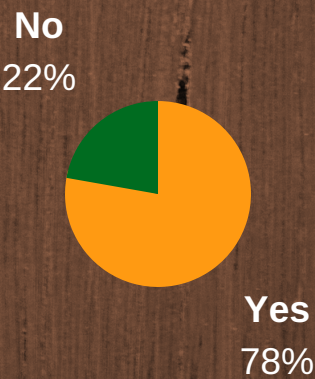
What events/ activities do you like to do in the summer?



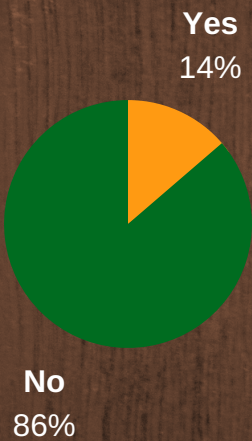
How do you find about things to do in the summer?



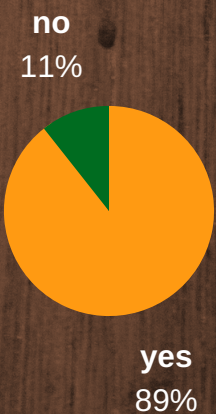
Do you have a phone?



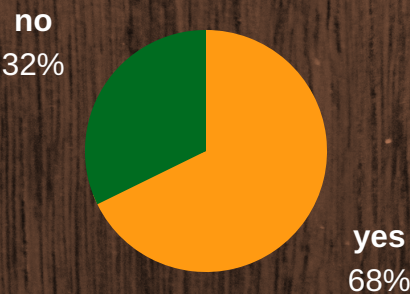
Have you heard of the LunchBox Ohio?



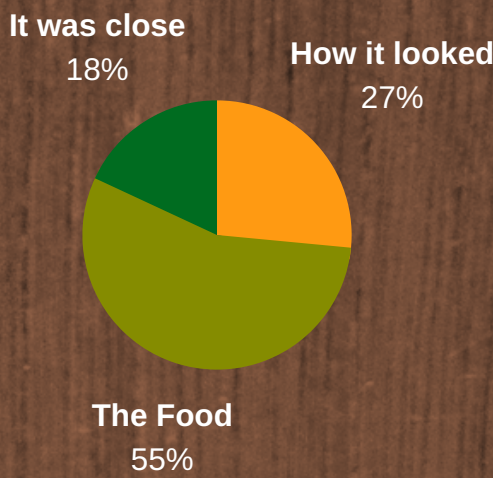
Would you be interested in a food truck that serves free, healthy lunches during the summer?



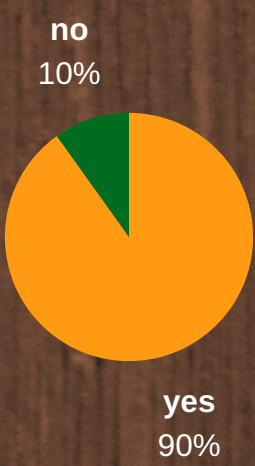
Have you ever gotten food from a food truck before?



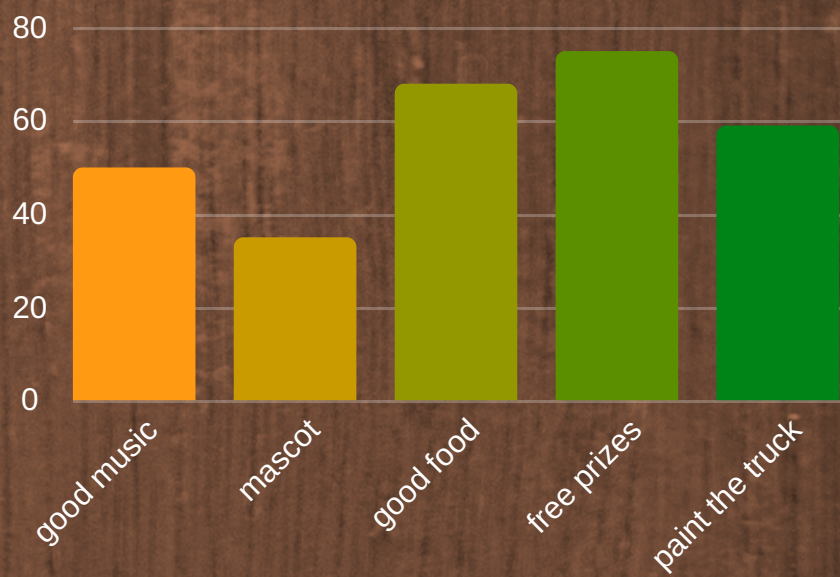
What was the best part of the food truck?



Would you like a food truck more if you got to paint it?



Circle all of the things that would make you want to go to this food truck.



Interview

We interviewed Pamela Moser, an early childhood intervention specialist at Easter Seals.

What recommendations do you have when marketing for low income communities? Target cultural things like barbershops, local diners, parks, etc. Try to have diversity in the team, don't want it to be a white privilege/ white invasion kind of thing. Do it in such a way that the kids can take ownership and help serve each other they enjoy that. It shouldn't feel shaming at all. A lot of the time parents feel bad that they can't provide for their kids and so they feel bad about their kids getting free food when they can't get that free food too. They want a hand out. Can be pissed cause they don't get the food but their kids do. The parents are just as hungry as the kids are too.

What should we know about parents in low income communities? The parents are as hungry as their kids. If we can get food for the kids to take home and if that food could go to the parents then likely the parents could be more on board with what we are doing and thus we would have more support.

Do you have any ideas on how to make a free meal service better for the kids and community? Huge emphasis on making it educational. Potentially teach the kids how to know when food goes bad. Have men involved. The kids look up to positive male figures. It adds a layer of safety. There are people that will want to take advantage of the system. Positive male leadership is really effective with young kids.

What are some good ways to reach the kids to tell them about our program?

Reach out to after school programs but remember that not all students are involved in these programs. The kids in these programs are good to reach out to in this setting because they are in a program similar to the one that we would be providing for them so it would be a good way to get to them because they likely would be down for what we are doing.

Do you have any final recommendations for how to effectively market to kids in low income communities? Since it is in the summer and we would be going to the specific neighborhoods we should make the lunches seem almost like a summer block party. Play the type of music that the kids like and listen to.

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