

Telling the Story of Hunger Through Different Lenses

Vista 4/5 Room



ILLINOIS COMMISSION
TO END HUNGER

Kristy Gilmore

Agency and Food Resources Director

Central IL Food Bank



ILLINOIS COMMISSION
TO END HUNGER

Dave Dahl,
Reporter
State Capitol Bureau
Illinois Radio Network

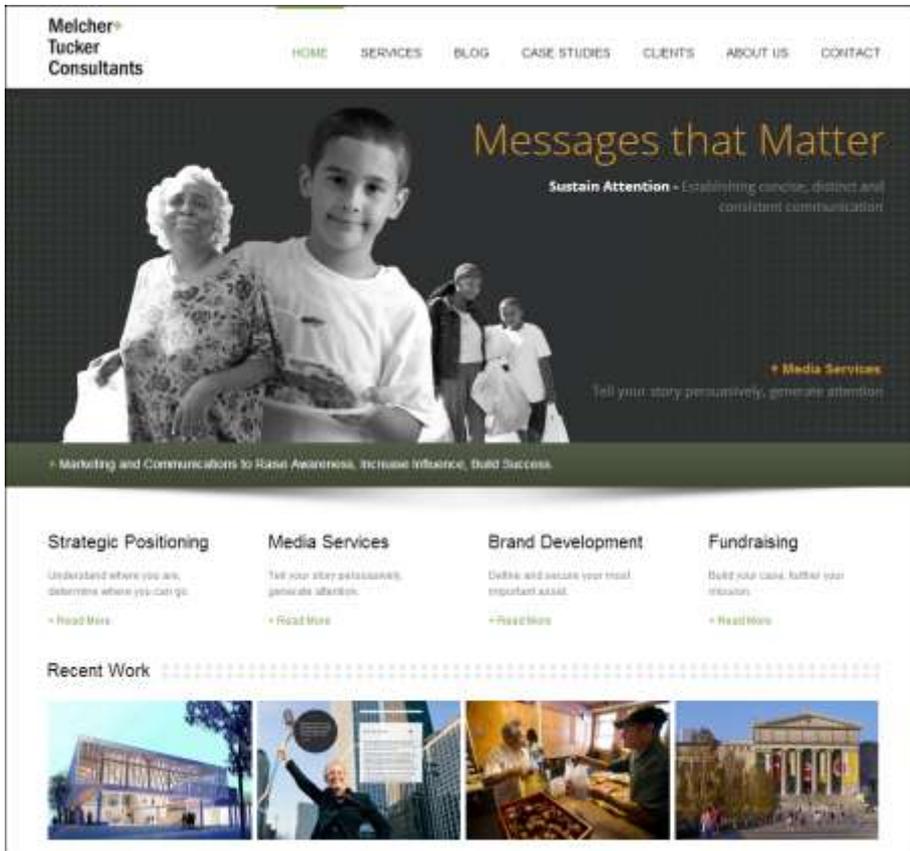


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Anne Tucker
Principal,
Melcher+Tucker Consultants



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Why Your Story Matters

May 5, 2015

+ Marketing and Communications to Raise Awareness, Increase Influence, Build Success.

Why It Matters – and to Whom

- Telling your story clearly and concisely can distinguish you from others in promoting your organization to internal and external audiences: employees, volunteers, potential donors, partners, Board.
- Support comes from others understanding your mission, the work you do, and why it makes a difference.
- Clear messaging/compelling stories can drive:
 - Employee morale
 - Greater volunteer engagement
 - Increased financial support
 - Community and Corporate Partnerships
 - More

What is Important

- The driving forces of your organization:
 - Mission
 - Leadership
 - Programs
 - Outcomes
 - Positioning
- All of these can be used to create powerful content.

Timing

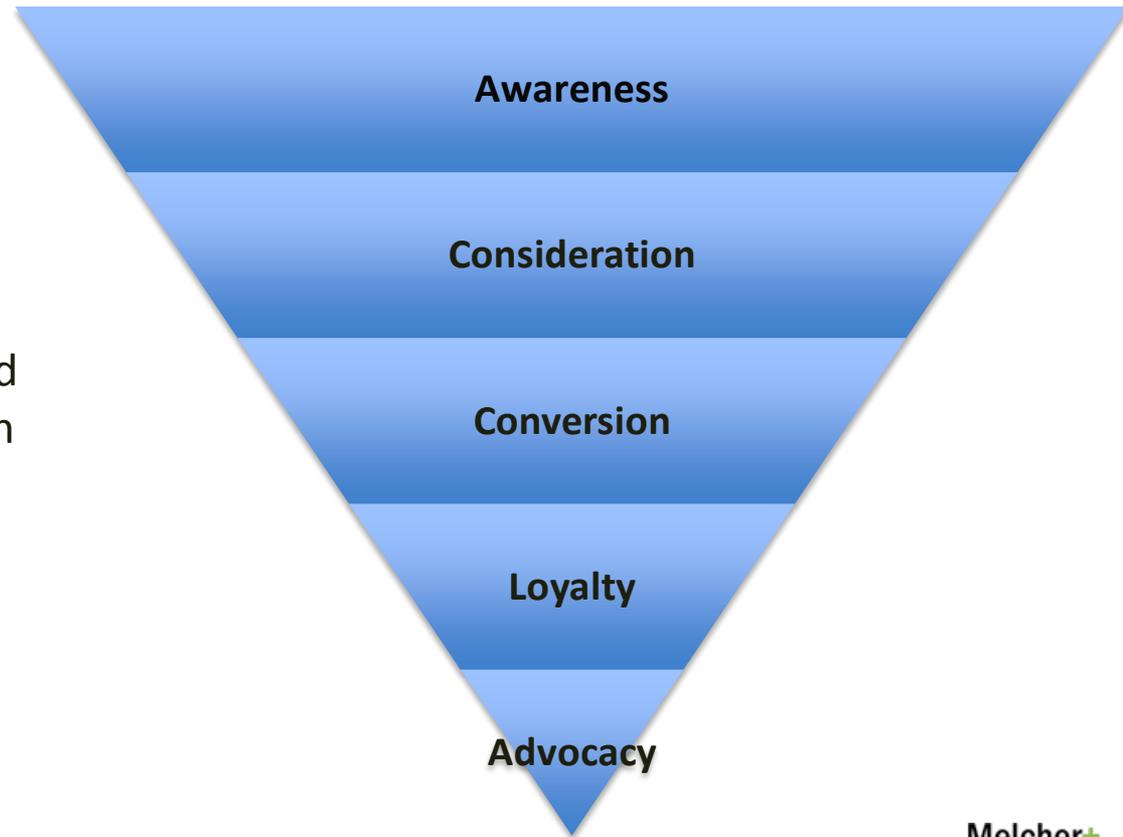
- Consistency + timeliness + coordination matter.
- Manage resources strategically – limited resources & staff can determine how widely you communicate your stories
- Storytelling is not confined to Communications department – each department can cultivate its own stories, consistent with overall messaging:
 - Fund Development
 - Volunteer Services
 - Programs

What Channels to Use

- Depends entirely on what your goal is:
 - Crafting an elevator pitch?
 - Raising money?
 - Getting people to a fundraising event?
 - Increasing general awareness?
- Can be a mix of channels:
 - Organization-controlled platform/channels – including social, digital and mobile, employee newsletter – increasingly important in managing the brand
 - Earned media
 - Paid media or advertising campaigns
 - Event-related media relations
 - Email communications
 - Direct mail
 - Newsletters, etc.

Your Brand

- Media channels are a powerful force that enable brands to increase visibility, engage with new and existing supporters and, with the use of social media, access unfiltered feedback.
- ▶ Nonprofit brands need to build deeper relationships with both donors and clients to earn their loyalty, cultivate advocates and generate genuine word-of-mouth.
- ▶ Social media plays a growing role in each step of the marketing funnel.



How to Execute

- Need to think about tactics and strategy – both the how and the why.
 - Who’s your audience?
 - What’s the timing – why should we care now?
 - What’s the best distribution channel?
- Is everyone up to speed – can leadership and key staff tell your story? Is message training necessary?
- Consider the array of possibilities to communicate consistently and compellingly - from an elevator speech to a donor solicitation letter, from a new Board member pitch to a Facebook post or a YouTube video.

Final Thoughts

- Don't be afraid to try different approaches. Communications is always part art, part science.
- Using multiple communications channels helps reinforce key messages.
- Utilizing social media, for example, can help target younger donors, create loyalty to your brand.
- Remember, communicate clearly and efficiently. Why say it in 10 words when you can say it six? Be concise!

Patricia Islas & Silvia Blancas

Community Organizer & Parent Leader,

Community Organizing and Family Issues (COFI)



ILLINOIS COMMISSION
TO END HUNGER



SUMMER MEAL PROGRAM: FOOD AMBASSADORS

Community Organizing and Family Issues
Illinois Commission to End Hunger – 2015 Hunger Summit

Introduction to COFI

(Community Organizing and Family Issues)

- COFI is a nineteen year old non-profit organization, based in Chicago
- Founded to help low-income parents become leaders and make policies and systems that affect their lives more family-friendly



Introduction to COFI (Community Organizing and Family Issues)

- Trained over 3000 parents – mainly moms and grandmothers of color – in the COFI model of leadership development and organizing, *Family Focused Organizing*
- Family Focused Organizing is Phase 3 Model – starts where parents are and then moves them incrementally to larger change – personal, family, community and policy change



Introduction to COFI

(Community Organizing and Family Issues)

- In 3rd phase, parents work together across community and race to make changes in policies and systems – POWER-PAC
- Create positive visions and innovative solutions to address issues
- Work collaboratively with policymakers



Food Ambassador Project

- ❑ Innovative solution modeled after POWER-PAC's successful Early Learning Ambassador Outreach Program
- ❑ Partner with the Greater Chicago Food Depository
- ❑ Peer-to-peer outreach





Peer-to-Peer Outreach WORKS!

More than just handing out a flyer – It's about relationships!
Sylvia Blancas, COFI-trained Parent Leader and Food Ambassador

Food Ambassador Teams



- 3 years of SUCCESS at increasing the number of children who access Summer Meals
- 3 different communities each summer
- 5 people per team knocking on doors and reaching people

Food Ambassador Results:

- In 2014, knocked on 9,782 doors
 - ▣ Humboldt Park, Pilsen and Roseland
- Reached more than 4,400 families
- Increased the # of children who received meals!

In 2013, Chicago city-wide saw a 20% increase but the communities with Peer-to-Peer outreach saw a 34% - 100% increase in summer meal utilization!!!





Peer-to-Peer Outreach WORKS!!

1436 W. Randolph Street, 4th Floor, Chicago, IL 60607
312-226-5141 www.cofionline.org