



No Kid Hungry Responds: Coronavirus

Presented By: Jason Wilson, Managing Director of Brand & Marketing
No Kid Hungry campaign

ANA In-House Agency Day | May 28, 2020

Who I am

A respected leader, convener and solutions-oriented collaborator in the nonprofit sector, he has created positive change for nearly 20 years and is a recognized expert in all facets of digital marketing, campaign and brand building. During Jason's 10 year tenure with Share Our Strength, he has established and grown a leading nonprofit digital brand raising tens of millions and engaging billions each year for the cause.

Jason has always worked in the cause space, serving in programmatic and digital leadership roles at educational organizations and institutions before joining Team No Kid Hungry in 2010. He can claim roots in New Hampshire – where he was born – and the deep south of Mobile, Alabama, where he grew up and attended college. He's a graduate of the University of Southern Mississippi and an avid fan of technology, music and his family of many pets and three growing girls.







No Kid Hungry is the only campaign focused on

ENDING CHILDHOOD HUNGER IN AMERICA

1 IN 7 KIDS LIVE WITH HUNGER IN THIS COUNTRY

IT'S A PROBLEM WE CAN SOLVE.

How We're Ending Childhood Hunger



FEEDING KIDS

by working with schools and communities to make food programs available for every kid in need.



TEACHING FAMILIES

how to make the most of their food budgets by purchasing and preparing nutritious food for their kids.



MOBILIZING THE PUBLIC AND OUR LEADERS

so that ending childhood hunger is a top priority in this nation.



NO KID HUNGRY
AND OUR PARTNERS
HAVE PROVIDED
HUNGRY KIDS
WITH MORE THAN

**ONE
BILLION
MEALS**

Today he's playing in his front yard,
tomorrow he's playing in front of 80,000
adoring fans - but only if he has food today.





Agency Structure

A team of 17 communications professionals - large by nonprofit standards.

- Lives within larger Communications team
- Built over the last 10 years, intentionally for 2
- Focus on *earned* authority, not *owned* authority

CREATIVE

Design

Storytelling

DIGITAL

Email

Social

Web



Preparation For This Urgent Moment

We have spent considerable effort ensuring our teams are deploy rapidly and effectively; efforts that have paid dividends during the current crisis.

- **Brand team operations:** We integrated the creative & digital teams and developed a uniform approach to project management, campaign planning & execution.
- **Improved email segmentation:** We carefully managed our email cadence and relevant welcome messages to convert more new email donors.
- **Data & tracking:** We developed new organizational standard on tracking web referrals.
- **Custom-built web products:** We strengthened our capacity to quickly develop, launch and test web products.
- **Facebook:** We cultivated relationships with Facebook that kept No Kid Hungry top of mind for opportunities.
- **Vetting:** Created vetting process that has been honed so that we are able to quickly vet and decide on proposed brand and influencer alignments.
- **Relationships:** PR team's work building relationships over the last several years are paying off today.



More Specifically...

- **Investment in brand.** Our current successes in fundraising, attention, media interest and new partners is due to the strong No Kid Hungry brand and the investments we've made in staff, partnerships & campaigns.
- **Process & operations.** Integrating the creative and digital teams, moving to Asana and adopting uniform project management practices took time and energy, but paid off in capacity, quality and responsiveness.
- **Internal partnerships.** Our focus on building trust and partnerships with internal teams (field, direct response, major donor, corporate and Dine, etc.) have helped us move quickly and stay aligned with organizational priorities.
- **Brand standards.** Our strong visual identity and our commitment to high-quality creative (eg - video production, stories from the field) are helping us tell a compelling impact story that resonates with audiences.
- **Reliable vendors.** We've invested in relationships with web, social, and video vendors who can support us.
- **Data hygiene.** Focusing on improving our email lists led to better open rates and conversions.
- **Strong digital infrastructure.** Donation form redesign; new email welcome series; migration to new servers that could handle traffic; a design & development process for building and testing splash pages; and improved web analytics.
- **Central messaging & content:** Updateable messaging, copy and content repositories to keep staff current.
- **Online community management:** Real-time response & content planning, using Zoom channels and updated FAQs.

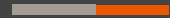
Our Work Today



What Our Work Looks Like Now



https://youtu.be/KdA3sjIM_n4



“I am definitely doing everything I can to be brave.
It's very real here. We're just trying anything we can do
to help feed these kids.”

Christine Clarahan

School nutrition director, Hammond, Indiana



Topline Results

Because of the work we do and the story we're able to tell, people are following, supporting, sharing and donating to No Kid Hungry like never before. **Over 90% of individual contributions made in the past two months are from new donors.**

Web Pageviews

2.2M

2.2 million page views the last six weeks a **+361%** compared to same time period in 2019.

Impressions

2.9B

2.9 billion impressions of our brand on social media* a **+1,800%** compared to same time period in 2019.

Grants

\$13M+

\$13.3 million in grants given to 569 schools and community groups since **mid-March of 2020**

*Due to privacy policy changes throughout social networks - Keyhole only calculates from Twitter public profiles and some Instagram data. Factoring in the missing data due to privacy policies, projections are to be much higher.



Our areas of focus

1

Building Awareness. Showing the many ways we're helping children (and the people feeding them) during this crisis.

- Educating, engaging, and converting the **general public** via NoKidHungry.org/Coronavirus
- Serving and supporting our **programmatic partners** and service users.
- Serving, leveraging and supporting our **influencers and corporate partners.**

2

Meeting Donors' Needs. How we meet donors where they are and give them the chance to solve the problem of childhood hunger during this crisis and beyond.

- Optimizing channels and platforms where awareness triggers a response from **new donors and prospects.**
- Planned outreach and rapid response with opportunities for **existing donors** to give, act and learn.

Major Media Moments

CORONAVIRUS PANDEMIC	
UNITED STATES	
CONFIRMED CASES	143,236
DEATHS	2,479
GLOBAL	
CONFIRMED CASES	733,782
DEATHS	34,480
SOURCE: JOHNS HOPKINS / NBC NEWS UPDATED MAR 20 2020 10:17AM ET	

LIVE BLOG:
NBCNEWS.COM/CORONAVIRUS

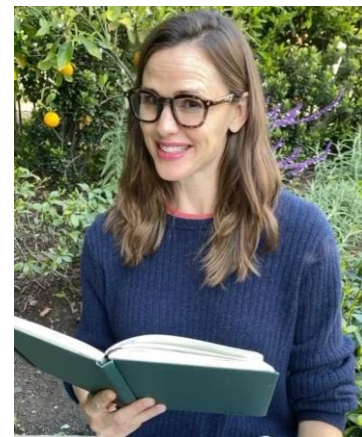
BREAKING NEWS
BILLY SHORE FOUNDER & EXECUTIVE CHAIR
SHARE OUR STRENGTH

MSNBC

- 04-09| Lisa Davis, CNN
- 04-07| Rachael Ray, MSNBC: Morning Joe
- 03-30| Kristen Bell, Entertainment Tonight
- 03-30| Billy Shore, MSNBC
- 03-25| Billy Shore & Angelina Jolie, People Magazine
- 03-20| Billy Shore, iHeartRadio: Coronavirus Explained
- 03-20| Lisa Davis, NPR
- 03-18| Lisa Davis, Well + Good
- 03-16| BuzzFeed (general awareness round-up)
- 03-16| Lisa Davis, Scary Mommy

Awareness Campaigns

- **Legislation/SNAP:** Rallied network & influencer support around coronavirus relief efforts
- **#SAVEWITHSTORIES:** Partnered with Save The Children to help kids get food and educational resources; campaign has driven significant media coverage.
- **#ThankaHungerHero:** Hosted a Twitterstorm to thank grantees and partners feeding kids during school closures; campaign hit 120M impressions.
- **Washington Post Helping Hand:** Initiative raising funds & awareness for No Kid Hungry & others through donated media.
- **Meals-finder site:** Raising awareness of our meals-finder site and texting service through supporters, media & influencers.
- **Media partnerships:** Launched new partnerships with ViacomCBS, NBCUniversal, iHeart Media and more to amplify and support our relief efforts.
- **Discovery:** is asking its viewers to donate to its Turn Up: Fight Hunger! campaign, and is matching all donations up to \$200K.
- **Nickelodeon:** During Kids Choice Awards (5/2) will announce \$1 million donation and urge families to visit nokidhungry.org/nick.



Creative Highlights



1. No Kid Hungry Responds / Stories from the Field
2. No Kid Hungry Meals Finder Map



Emergency Grants Infographic - Updated weekly to illustrate the reach of our grantmaking during the crisis.

Creative Highlights



With schools closed nationwide, the coronavirus has cut off millions of hungry kids from the only healthy food they can depend on.

YOU CAN HELP FEED THESE KIDS NOW AND IN THE MONTHS TO COME.

Donate Today
NoKidHungry.org/WashPost



In response to the covid-19 crisis, The Washington Post has launched a national Helping Hand campaign to help provide food for at-risk groups and medical professionals. Partners include: Feeding America, No Kid Hungry, Meals on Wheels America and World Central Kitchen.

www.posthelpinghand.com
 @PostHelpingHand

1. **Splash Page** - Missed meals ticker
1. **Washington Post Helping Hands Campaign** - Our digital ads will run on washingtonpost.com over the next several weeks as space is available.
2. Our print ad ran in the Friday, April 17 edition of the Washington Post.

Stories from the field

During the coronavirus response, telling these stories is even more important, **showing donors how their support is helping to feed kids.**

- We created an interactive map of [every program that received an emergency grant](#), along with a brief vignette showing how they're feeding kids.
- [Photos and short stories on social media](#) putting names and faces to the people on the ground feeding kids.
- A series of interviews with grantees that we turned into blog posts and social media content.



TEAM NO KID HUNGRY

Support Local Restaurants During the Coronavirus Outbreak

March 20, 2020 / NO KID HUNGRY



WHAT WE DO

How Your Donations Help Kids Affected by Coronavirus

March 19, 2020 / PATRICK BRADLEY



Find Free Meals for Kids While Schools Are Closed

April 20, 2020 / NO KID HUNGRY

Stories from the Field

Highlight Quotes & Photos

“Money is dwindling. Families are freaking out. There aren’t many supermarkets around here, and they’re very sparse.”

About our grant:

“I don’t know if you realize how much this actually does. I can’t even tell you the thankfulness I have. People are so willing to give, and they should. For the forgotten districts like mine. We have to rely on you.”

- Gail, [Florence, NJ](#)



Stories from the Field

Highlight Quotes & Photos

“This is not a place where they fill up their belly. I'll never forget a young girl telling me what it felt like to go to bed hungry. To go to bed so she could forget about the hunger pains in her stomach. Or to decide which brother to give her food to because they didn't have enough to go around.”

About our grant:

“This is an amazing organization. We can only say thank you for ourselves and on behalf of the Lakota kids that are eating.”

- Jeri, One Spirit, supporting the [Lakota tribe in South Dakota](#)



Corporate partners

More than 60 existing and new corporate partners have stepped up to support No Kid Hungry, widened our reach not only among their consumers and followers but the general public.

Partner-driven visibility. Our partners have secured media mentions and coverage in outlets such as Billboard, Bloomberg, Parade, Good Morning America, New York Times, Forbes, NBC, Yahoo Sports and Finance, Pop Sugar, Town and Country, Today Show, CNBC.com, etc.

No Kid Hungry-driven visibility. In addition to providing comms support for partner announcements and activations, we developed a stewardship plan that includes the following:

- Partner message and assets guide updated weekly
- Website landing page for partner promotions
- Press release and media outreach to highlight the ways partners are helping us raise funds
- Partner branded video PSAs
- Social media plan for partner-related posts
- Personalized thank you cards



Influencers

Celebrities of all kinds have reached out to No Kid Hungry since the crisis began.

- Angelina Jolie gave \$1 million and connected with school nutrition staff on a video conference.
- Rachael Ray announced a series of gifts, including an additional \$400,000 for No Kid Hungry.
- Kristen Bell gave \$150,000 and [promoted our work on Instagram](#).
- Trevor Noah raised over \$240,000 from his Daily Show audience on YouTube.
- On Cameo, Bon Appetit Test Kitchen editors raised \$65,000,
- In partnership with Save the Children, we've received funds and attention from dozens of recognizable voices, including friends like Jeff Bridges, Vanessa Lachey and Jamie Lee Curtis, plus first-timers like Leslie Odom, Jr., Kate Winslet, Lin-Manuel Miranda, and Steve Carrell.
- No Kid Hungry is a beneficiary of the All In Challenge. We helped to connect P!nk and Hugh Jackman to take part.
- Additional large gifts from Jimmy Kimmel, Jennifer Lawrence, Hugh Jackman Family Foundation, among others.
- Beyonce donated \$250,000 and through BEYGOOD's press release we've received subsequent media hits.



Lessons Learned & Looking Ahead

- **Process discipline.** Making sure every task is tracked in Asana ensures consistency and follow-through and keeps the team aware of the full scope of work
- **Morale matters.** Monitoring and being deliberate about team health and morale is essential
- **Asset management.** We need better asset management for creative products: file sharing protocols; evaluating lifespan and update plans; reliable technology for handling large video & design files remotely
- **Keeping new donors.** Email retention strategies are needed to keep new “crisis” donors with us long-term
- **Wide view of digital channels.** We need a social calendar and process to accommodate requests from many stakeholders; management of toolkits to ensure consistent, accurate messages; and to keep all org websites relevant
- **Unexpected new supporters.** Clearer policies are needed for unconventional and/or controversial supporters donating and posting about No Kid Hungry (eg - jewelry-makers, marijuana-sellers, adult content providers)



Donor comment:

“I’ve been struggling to find some way to help in the wake of the coronavirus. I feel drawn to this organization because I was once a child who relied on my school for meals. **If I can help one child, especially during this strange and unpredictable time, that makes me happy.**”



Neil Armstrong Jr

Thank you.

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