

FOOD BANK OF IOWA

CAUSE MARKETING TOOLKIT



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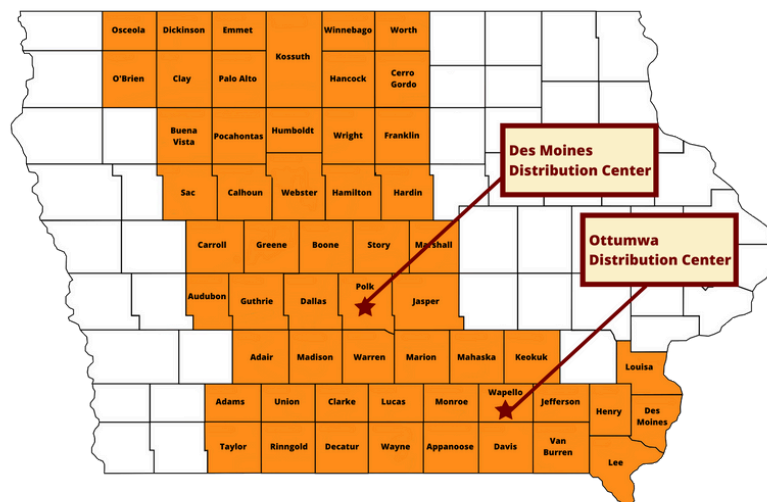
ABOUT FOOD BANK OF IOWA

OUR VISION: A hunger-free Iowa

OUR MISSION: Provide food for Iowa children, families, seniors and veterans to lead full and active lives, strengthening the communities where they live.

WHO WE SERVE:

- Iowans experiencing food insecurity (*385,000 Iowans across the entire state*).
- 55 counties covering 30,000 square miles.
- 700 partners and programs.



WHAT WE DO:



GATHER FOOD

We gather food through food drives and donations, food rescue from retailers, and the USDA. Donor dollars help us purchase fresh, nutritious food to supplement our inventory



KEEP FOOD SAFE

We follow strict food safety guidelines to ensure food is properly stored and distributed and is safe to eat.



SORT FOOD

Volunteers sort the food that may need to be repackaged, labeled, counted and boxed. We regularly get food in bulk to make the most of every dollar.



DELIVER FOOD

Our distribution center team loads food onto trucks and drivers deliver it to community, school and church pantries; meal sites, shelters, daycares and more.



DISTRIBUTE

Partners throughout our 55-county service area distribute food to individuals and families facing food insecurity.



FEED IOWANS

Children, families, seniors and veterans visit our partners to receive the food they need to lead healthy, active lives.

CAUSE MARKETING

WHY CAUSE MARKETING

Cause marketing is a great tool for your business to engage your customers or audience *and* fight hunger in your community. Teaming up with Food Bank of Iowa to run a cause marketing campaign is a win-win.

- Strengthen your brand awareness and customer loyalty.
- Meet your philanthropy and social responsibility goals.
- Increase sales or traffic to your organization.
- Raise funds and awareness to help Iowans experiencing hunger.

HOW DOES IT WORK?

From concept to execution, you are the host of this event with access to assistance from Food Bank of Iowa.

STEP 1 Choose your campaign.

STEP 2 Select the time frame or date for your campaign.

STEP 3 Connect with Food Bank of Iowa. Please include information about the campaign, date(s) and time.

STEP 4 Promote and execute your campaign.

STEP 5 Wrap up your campaign. Tally the final donation amount, connect with Food Bank of Iowa for a check presentation and share your results with others.

RECOGNITION

Food Bank of Iowa will include your cause marketing campaign information on our website and social media. After your campaign, we can schedule a check presentation either at our distribution center or your location.

HOW FOOD BANK OF IOWA WILL SUPPORT YOUR CAMPAIGN

The Food Bank of Iowa team is ready to help make your campaign a success. Your team owns the campaign, but we're here to make it as easy as possible for you. We'll support the promotion on social media and our website (make sure to tag @FoodBankIowa in your posts).

CAMPAIGN IDEAS

ROUND-UP AT THE REGISTER

This type of campaign is simple, yet very effective. Give your customers the opportunity to round up to the nearest dollar or make a donation during a point-of-sale transaction.

Tips and tricks:

- Have easy-to-read signage at the register.
- Depending on your POS system, incorporate the ask to be customer-facing, whether this is on the pin-pad or online checkout.
- Motivate your employees to get involved. Customers will be more likely to give when prompted by an employee. Find ways to make it fun or incentivizing for your employees.

PORTION OF SALES

Consider donating a set dollar amount or a percentage of sales. Some options to consider:

- Sales from a **specific product**. For example, we've seen donors give \$1 for every slice of pizza sold or sales from a specialty dessert.
- Sales based on a **time frame**. Maybe it's a month-long campaign, or a special "give back" night.

TICKET SALES

If you have a ticketed event such as a concert, craft/vendor fair, festival, you name it — think about giving a portion of ticket sales. Not only could it help increase your ticket sales, but allow attendees to give back to their community.

SPECIAL ITEM OR MERCHANDISE

Generate buzz with a new item to sell, with proceeds coming to Food Bank of Iowa. Some options to consider:

- Specialty menu item, such as a cocktail or dessert.
- Limited edition item.
- Perhaps you have a new product you want to promote — consider adding a donation for each sale.



ADVERTISE & PROMOTE

SAMPLE SOCIAL MEDIA POSTS

- #1** 1 in 8 Iowans face food insecurity — including 1 in 6 children. 🍌🍏
We're teaming up with Food Bank of Iowa to help change that. [Business Name]'s [Campaign Name] runs from [Start Date] to [End Date]—join us in the fight against hunger!
- #2** Last year, Food Bank of Iowa distributed more than **27.2 million pounds of food** across the state. 🚚🥕🥬 They can't do this alone. From [Start Date] to [End Date], [Business Name] will donate [Donation Details] with every [Purchase/Event]! Let's fight hunger together!
- #3** For just **\$2**, Food Bank of Iowa can **feed an Iowan for an entire day**. 🍌🍏🍌🍏
That's why [Business Name] is contributing [Donation/Pledge Info] during [Campaign Name] from [Start Date] to [End Date]. Help us feed more Iowans!
- #4** Did you know more than **385,000 Iowans face hunger**?
From [Start Date] to [End Date], [Business Name] is proud to support Food Bank of Iowa with [Campaign Details]. Join us to fight hunger—every bit helps!

TIPS & TRICKS

It's no secret that promotion is the key to a successful campaign. Here are a few tips for promoting your campaign:

- Utilize **all of your social and digital platforms** and tailor your message to each audience.
- Make sure to **promote multiple times**. You don't need to have an elaborate content calendar, but think ahead about how you'll communicate before, during and after your campaign.
- Don't forget about **in-store signage** and other **print marketing** if you have people physically present at your business.
- **Tag Food Bank of Iowa** on social media – we'll re-share your posts.

BRANDING GUIDELINES

For Food Bank of Iowa branding guidelines and logos, please visit www.foodbankiowa.org/branding-guidelines. We ask that you do not alter our logo in any way.

If you need assistance, a member of our team can help. Contact erunde@foodbankiowa.org.

@FoodBankIowa

