Community Relations – April 2019
The new(ish) kids on the block Community Engagement + Marketing & Communications

COMMUNITY ENGAGEMENT (Volunteer Engagement & Special Events)

Volunteer Appreciation Week

“Happiness springs from doing good and helping others” – Plato

The Regional Food Bank was transformed into a bright spring aesthetic for Volunteer Appreciation Week. Volunteers were greeted with friendly smiles and warm welcomes as they walk in eager to serve fellow Oklahomans.

While at RFBO, volunteers are welcomed with a video showing appreciation from Katie, and during the break they enjoyed lemonade, cookies, and popcorn while competing in a round of trivia to win prizes. Many groups had a tour of our facility and everyone left with a smile on their face and goody bags in their hands with the inspiration of Fighting Hunger and Feeding Hope.

Board of Directors & Partner In Hope Day of Service
Saturday, April 27th

We had a great turnout for our Board of Directors & Partner in Hope Day of Service at the Regional Food Bank! As a Board member, your kindness and generosity are already making a tremendous difference in the fight against hunger in Oklahoma, but we send a huge THANK YOU for all those that attended on Saturday.
Hope Corps

Hope Corps is a program for high school students in their junior and senior year who are seeking leadership training and non-profit volunteer experience. Hope Corps is a unique program where students will receive a deeper understanding of food insecurity and how the Regional Food Bank works to fight hunger and feed hope across central and western Oklahoma.

In May, we will graduate our largest class of Hope Corps students yet! All twenty students, from a variety of high schools across the OKC metro, have spent the last year helping the Volunteer Coordinators lead projects, hearing from amazing speakers from Community Impact and Operations and so much more.

Applications for the 2019 summer session, as well as the 2019/2020 school-year session, will be available by May 1, 2019. Summer session students will provide 50 hrs. of service in the Volunteer Center. 2019/2020 session students will work 20 shifts in the Volunteer Center, help with Students Against Hunger, and create a Legacy Project.

*Interested applicants should contact Sherri Glenn, sglenn@rfbo.org or 405-600-3134

Applications for Leadership Class V are now available!
The Leadership Class connects young professionals seeking to get involved in their community and state through engagement with the Regional Food Bank. These dedicated individuals, aged 24 to 35, volunteer their time and creativity to raise awareness about the issue of hunger and increase the visibility of the Regional Food Bank and its mission. Members selected for the Leadership Class will meet one evening a month, over the course of an entire year, to take a deeper-dive into each of our program and service areas offered by the Regional Food Bank of Oklahoma. Upon successful completion of Leadership Class, alumni are eligible to join the Leadership Council.

*Encourage rising stars at your organization to review the class overview and apply at:
www.rfbo.org/leadershipclass

Getting an Early Start – Chefs’ Feast Committee

Believe it or not, we are already recruiting members for our 2020 Chefs’ Feast planning committee. We hope to have our first meeting in May to get the ball rolling. We would like to add several new committee members to round out the group.

*If you have suggestions for committee members, please send names and contact information to Kendra Loper, kloper@rfbo.org or 405-600-3172
Feeding Hope Food & Fund Drive  
April 22 - May 24th

The Feeding Hope Drive is a month-long competition where Oklahoma City’s businesses and organizations earn points by donating funds, food and volunteer time to benefit the Regional Food Bank of Oklahoma.

The event is timed to raise critical resources before summer break, the time of greatest need for many local families who struggle to provide the extra food needed during the summer months.

CLICK HERE to read more and sign up your organization.

Letter Carriers’ Food Drive  
Saturday, May 11th

Although the 2019 national Letter Carriers’ Stamp Out Hunger Food Drive is still a few weeks away, there is lots of heavy lifting being done behind the scenes to make sure the event is once again a huge success.

This year, Letter Carriers served as volunteers for the sort to prepare for the drive. Board member, Steve Riggs as statewide chair of the drive, was there to ensure everything went smoothly. The volunteers were very fast and efficient, working in the volunteer center all day on Sunday, April 14th. Following the sort, the volunteers toured the food bank and were able to ask questions about the clients we serve. These men and women will be bringing in all the food from Stamp Out Hunger Food Drive and now have a better understanding of how the food from this annual drive impacts Oklahomans living with hunger.

*If you are interested in volunteering at one of the Postal sites on the day of the drive, contact Anna Lisa, APhillips@rfbo.org, and we can get you plugged in. Watching the Letter Carriers come rolling in with trucks packed FULL of food is quite a site to see!
MARKETING & COMMUNICATIONS

Jersey Mike’s Day and Month of Giving Nets $70,055 to the Food for Kids Programs. For the ninth year in a row, Oklahoma City metro area Jersey Mike’s designated proceeds from its Month of Giving. Each March across the nation, Jersey Mike’s raise money for local nonprofits. For the past nine years, Jersey Mike’s has designated the Regional Food Bank’s Food for Kids Programs as its beneficiary. During the month, the last Wednesday is the Day of Giving where the restaurants donate 100 percent of proceeds. Happy to announce that the 2019 event raised $70,055, the most ever! To date, Jersey Mike’s has raised more than $441,000 for Food for Kids!

Charlie Brown, area director for Jersey Mike’s, and Cassie Gilman, Chief Development Officer, were guests on a recent Fox 25 Oklahoma Living to announce the total raised.

Assisted in finalizing artwork for new trailer provided through Feeding America/Walmart Foundation
In 2018, the Regional Food Bank received a Feeding America/Walmart Foundation grant to purchase a new 40-foot trailer. As part of the grant, Marketing worked with graphics company and operations to finalize signage. Installation of graphics is scheduled for April 22.

The Marketing staff also created graphics for a new sprinter van that will also be installed on April 22.

Worked with Volunteer Center to promote Volunteer Appreciation Week, April 8-13. Created a volunteer spotlight for every day of the week to promote on social media channels. Also filmed video of CEO Katie Fitzgerald that was shared on social media and via email to more than 50,000 volunteers. View video here.

Recent Public Video Links
- Hunger Action Day at the Capitol
- To view all Regional Food Bank’s videos, click here.

Recent Public Photo Links
- To view all Regional Food Bank’s photo sets, click here.

Bank of America to donate $25 for every strike out recorded by an OKC Dodgers pitcher during home games. The promotion will last throughout the 2019 season.
Providing creative, social media and/or marketing/media assistance with current and upcoming events:

- Feeding Hope Food and Fund Drive
- Letter Carriers’ Food Drive
- Empty Plates fundraising event for Moore Food & Resource Center

Current and Future Events/Activities

- **Beach Boys Concert featuring John Stamos**  Actor John Stamos will perform with the iconic Beach Boys on Saturday, May 4. Proceeds from the concert will benefit the Regional Food Bank and the Oklahoma Leukemia and Lymphoma Association. There are still some tickets available. Click [here](#) to purchase tickets.

- **LokAL Apparel has selected the Regional Food Bank as its featured charity for the month of April.** The retailer is a local apparel company that uses exclusively local graphic designers and printers. LokAL will donate 10 percent of every dollar to the Regional Food Bank. Learn more about LokAL Apparel [here](#).

- **Panda Express Second Tuesdays**  Every second Tuesday of the month, metro area Panda Express locations will donate 20 percent of day’s proceeds to the Regional Food Bank. Show a printed or digital copy of flyer in-store, or enter the code shown at checkout if ordering online. Get the flyer at rfbbo.org/panda.

Social Media Measurement

The Marketing Team’s social media plan ensures that the Regional Food Bank is engaging its audiences in meaningful and impactful ways. The goal is to also increase the number of people we are engaging with on Facebook, Twitter and Instagram.

Social media engagement continues to improve. The social media outreach promoting the addition of John Stamos to the Beach Boys concert on May 4 resulted in a large spike as Mr. Stamos retweeted a Regional Food Bank tweet to his 1.3 million followers.

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<thead>
<tr>
<th>Facebook Analytics March 18 - April 14</th>
<th>Facebook Analytics Feb. 14 - March 13</th>
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<tbody>
<tr>
<td><em>Page Likes:</em> 85 ↓ 59%*</td>
<td><em>Page Likes:</em> 215</td>
</tr>
<tr>
<td><em>Post Reach:</em> 26,995 ↓ 63%*</td>
<td><em>Post Reach:</em> 80,016</td>
</tr>
<tr>
<td><em>Post Engagements:</em> 8,694 ↓ 56%*</td>
<td><em>Post Engagements:</em> 20,193</td>
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<tr>
<td><em>Video Views:</em> 10,065 ↑ 50%</td>
<td><em>Video Views:</em> 6,438</td>
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<table>
<thead>
<tr>
<th>Twitter Analytics March 18 - April 14</th>
<th>Twitter Analytics Feb. 14 - March 13</th>
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</thead>
<tbody>
<tr>
<td><em>New Followers:</em> 14 ↓ 6%</td>
<td><em>New Followers:</em> 15</td>
</tr>
<tr>
<td><em>Tweet Impressions:</em> 130,000 ↑ 54%</td>
<td><em>Tweet Impressions:</em> 84,000</td>
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<tr>
<td><em>Mentions:</em> 54 ↑ 125%</td>
<td><em>Mentions:</em> 24</td>
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</tbody>
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*Large decreases in March 18-April 14 due to viral Facebook post on Feb. 19 thanking Tarahumara’s for truck donation.