

## Campaign Strategy Guide

Group Member Names: Erin Caine and [REDACTED]

### **Campaign Goal:**

From our interview earlier this semester, we learned that the Fredericksburg Regional Food Bank has seen a decrease in the amount of volunteers from COVID to now. Considering how volunteers make your services possible and your needs increase over the summer, we would like our campaign to solve the problem of the decrease in volunteers throughout the years. Therefore, our goal is to increase the amount of people who volunteer at your events over the summer. We created social media posts that will encourage people to help out and raise awareness for the organization's mission. We also created a flier that should be distributed around Fredericksburg so that people become more aware of your Instagram.

Our primary audience is local high school students, particularly juniors and seniors who are potential new volunteers. This audience includes students who may need volunteer hours for extracurriculars and college applications, or those who may value getting involved in their community/helping others but don't know how. We chose this audience because this demographic typically has more time over the summer, and most of them are old enough to drive themselves to volunteer events. The posts we create for Instagram will directly target this audience, while Facebook posts will indirectly reach the younger audience by targeting parents who may want their children to get more involved.

## **Post Release Schedule:**

The first part of this campaign is a flier that should be distributed around Fredericksburg and ██████████ High School if possible. The rest of our content should be posted twice a week on both Facebook and Instagram. We suggest these be posted each Monday and Thursday at 3:00 pm, which is right after students get out of school. The bolded names of the posts are the same as the file name in OneDrive.

### **4/22 Flyer**

#### **4/25 Meet the FRFB**

Instagram Caption: Meet the Fredericksburg Regional Food Bank!

We provide food to over 35,000 people in the Central Rappahannock River Region to fight hunger through more than 250 food assistance programs. We envision a world where food scarcity is replaced with food security for all. None of this would be possible without people like you. Join our community to fight hunger by volunteering at the FRFB!

[fredfood.galaxydigital.com](http://fredfood.galaxydigital.com)

Facebook Caption: Same as the Instagram caption

#### **4/29 Why you should volunteer**

Instagram Caption: By volunteering with the Fredericksburg Regional Food Bank, you can help feed many people from the FXBG community! For more information go to [fredfood.galaxydigital.com](http://fredfood.galaxydigital.com)

Facebook Caption: Same as the Instagram caption

## **5/2 Volunteer Orientation**

Instagram Caption: Many of our volunteer opportunities require participants to have completed a volunteer orientation beforehand! Our orientations teach volunteers how our organization functions, show how to ensure food safety and quality control guidelines are met, and explain how to get involved in future opportunities. For more information, visit [fredfood.galaxydigital.com](http://fredfood.galaxydigital.com) or contact [dthomas@fredfood.org](mailto:dthomas@fredfood.org)

Facebook Caption: Same as the Instagram Caption

## **5/6 Summertime Needs**

Instagram Caption: If you have free time over the summer and enjoy making an impact in other people's lives, you should consider volunteering with the FRFB!

Facebook Caption: Is your high schooler someone who likes to help out their community? Then joining the FRFB in ensuring food security by volunteering over the summertime is exactly the right opportunity for them!

For more information go to [fredfood.org/Volunteer](http://fredfood.org/Volunteer)

## **5/9 Volunteer Calendar**

Instagram Caption: Are you looking for productive ways to start your summer? Come volunteer with us to help fight food insecurity! To register for these events or see more volunteer opportunities, view our full calendar at [fredfood.galaxydigital.com](http://fredfood.galaxydigital.com)

Facebook Caption: Does your high schooler need to build their resume? Have them start their summer off strong by volunteering with us to help fight food insecurity! To register for these events or see more volunteer opportunities, have them view our full calendar at [fredfood.galaxydigital.com](http://fredfood.galaxydigital.com)

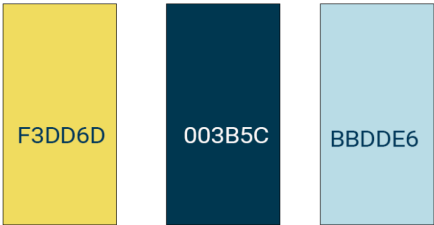
**Design:**

*(Color Scheme, Font, and and other Design Elements)*

**MAIN COLORS**



**ACCENT COLORS**



**BEBAS KAI**

Roboto

**FREDERICKSBURG  
REGIONAL FOOD BANK**  
Locust Grove • Stafford • Caroline  
Spotsylvania • King George • the  
City of Fredericksburg



- Tracking -25 for both fonts
- Leading is close but not touching, up to best judgement based on font size

- Either of these logos can be used, depending on what looks best