



NO KID
HUNGRY®



**Allison Sadler, Brittany Koble, Collin O'Hara,
Ian Lubbert, Kat Milla, Ryan O'Sullivan**

90%



Only
Meal
They
Recie



Positioning



This will be a Missouri State student led, No Kid Hungry Chapter. The organization will take steps to increase awareness surrounding childhood hunger and will create events to support relief. This chapter will be a way for students to support a cause that is both local and global.

The No Kid Hungry Missouri State Chapter wants to **Feed the Future**. We will implement this with multiple creative phases including: recruiting, spreading awareness, and hosting events.

Target Market



Primary Target: FSL members & religious organizations

- Recruit into starting the chapter

Secondary Target: entire Missouri State student body

- Volunteers, event attendees, and new chapter members



Competitive Analysis



Primary Competition

All other philanthropic organizations on MSU's campus. There are 120 community service and fraternity and sorority life related organizations on campus, according to Campus Link.

Secondary Competition

Any other organization that takes time and money. This includes the other 518 campus organizations.

Primary

- FSL philanthropies
- On Campus philanthropic organizations
- Service specific organizations

Secondary

- Professional organizations
- Special issue organizations
- Religious organizations



Creative Objectives



- Email Blasts
- Social Media
- Promotional Video at meetings
- Promotional Items

Promotional Items





DID YOU KNOW?
**1 IN 6
CHILDREN IN
THE UNITED
STATES FACE
HUNGER**

JOIN US FOR INFO NIGHT ON
OCTOBER 16TH @ 8 PM
LIBRARY 102
TO SEE HOW YOU CAN HELP
FEED THE FUTURE


**CHANGE
A LIFE.**
HELP END HUNGER

Fyler

  **MSU**

**1 in 6 kids live with hunger.
You can help.**

**New Missouri State Chapter
Upcoming Events:**

- **September 19th, 9-11 p.m.
Garst & Blair Shannon**
- **First Chapter Meeting:
October 16th**

Table Tent

 **NOKID
HUNGRY®**
Feed The Future

Phone Wallet

Events/Promotions



- 3 Phases: Recruiting, Awareness and Events/Promotion.
- All three phases will follow the theme of **Feeding the Future**.



Phase 1: Recruiting

- Talking at organizational meeting
 - FSL large chapters- email the smaller ones
 - Other organizations (service and religious)
- Layout: Video- Invite to Info Night- Pub community service opportunity. (5 Minute presentation)
- Add information in the organizations minutes



Phase 2A: Awareness (Tabling)

- Tabling at three different locations on campus.
 - PSU, Glass, Sicheluff
 - 9 a.m. - 1 p.m. Wednesday September 11th and Thursday September 12th.
- Donuts
- Invite them to see what this is like at our Dining Hall event Sunday September 16th from 9-11 pm.

Phase 2B: Awareness (Dining Hall Event)



- September is Hunger Awareness Month
- Sunday September 16th from 9-11 pm
- Small plates to show them how small the portion of food is that children all across America get every day.
- Table Tents and facts on the tables.
 - Inviting them to our first meeting/info night October 16th,.

Phase 3: Events/Promotions



- The events and promotions will include a few small activities that the No Kid Hungry chapter will host
 - Can food drive, pairing with fsl group, backpack program with local churches.

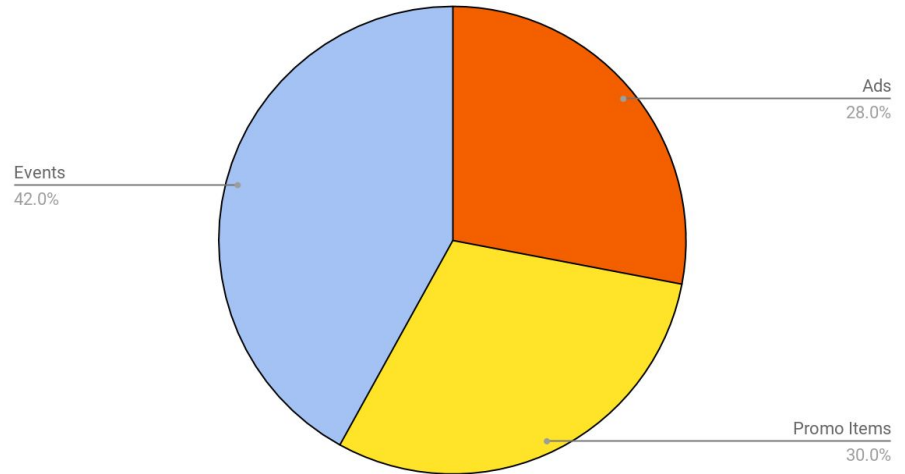


Budget



	A	B	C	D	E
1	Budget \$7,500				
2	Promotional Ads:				
3	Instagram	\$0.85/click	~\$60/week	6 weeks = \$360	
4	Facebook	\$0.45/click	~\$48/week	6 weeks = \$288	
5	Snapchat Geofilter			\$830	
6				Sub-total: \$1,478	
7	Promotional Items:				
8	Table Tent		1000 ct	\$370	
9	Phone Wallet		500 ct	\$425	
10	Informational Pamphlets		2000 ct	\$800	
11				Sub-total: \$1,595	
12	Events:				
13	Donut Event:	\$5.79/ dozen	1,200 ct	\$600	
14	Garbage Waste:	\$30/bin	20 ct	\$600	
15	Dining Hall:			\$1,000	
16				Sub-total: \$2,200	
17					
18				Total: \$5,273	

Points scored



Measurements



- Send out a survey after speaking at chapter meetings asking how likely they would be to join the chapter, volunteer, or attend events on a scale of 0 to 5 (with 5 being the highest) We would want 20% of responses to be a 5.
- Have a minimum of 200 students attend the dining hall event
- Have a minimum of 15 members by the end of October, 2019 as the foundation of the chapter



Recommendations



Launch the chapter in September

- September is hunger awareness month
- Beginning of the semester when students are looking for ways to get involved





Questions?

feedback

- ❑ Need strong endings
- ❑ Need to test our things we come up with - evaluative research
- ❑ Need to have multiple back ups
- ❑ Don't be afraid to take the client through the process and show the things you've thrown out.
- ❑ Show connection with the creative.