

Giving Tuesday 2020

The Food Security Project



**DALHOUSIE
UNIVERSITY**

Giving Tuesday 2020

This year on **Giving Tuesday** (Dec. 1), Dalhousie launched a project to help increase food security for Dal and King's students.

To help spread the word and encourage supporters to donate to **The Food Security Project**, the team launched a comprehensive marketing and communications campaign beginning seven days before Giving Tuesday.



Universities come together

- When Dalhousie approached The J & W Murphy Foundation with an invitation to partner in The Food Security Project, they encouraged Dal to think bigger.
- From that small seed of a conversation, a Big Idea grew.
- The J & W Murphy Foundation inspired a province-wide campaign to ensure that more university students could get the help they need to eat well. Ultimately, eight Nova Scotian universities, in partnership with their student unions, joined Dalhousie in efforts to improve food security for students.





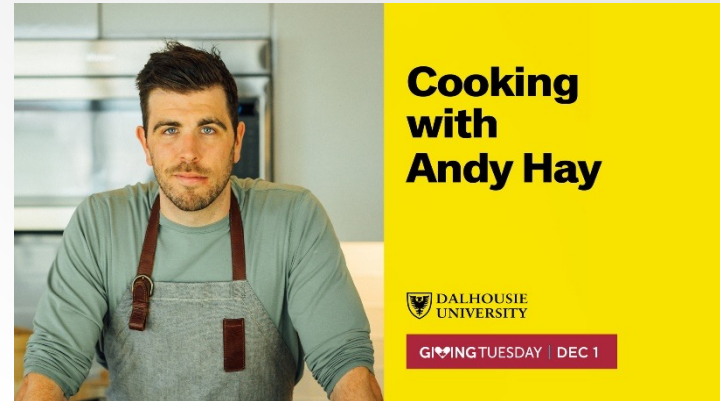
How did we spread the word?

- A suite of branded, creative assets
- projectDAL crowdfunding page
- Email
- Social media
- Storytelling
- Press releases
- Event: a virtual cooking show with Andy Hay

Branded creative assets



Email header



Facebook event image



projectDAL homepage image



projectDAL campaign page image

Branded creative assets cont'd.



Full video can be viewed on YouTube [here](#).

projectDAL Crowdfunding Page

projectDAL is an innovative crowdfunding platform used by students, faculty and staff of the Dalhousie community.

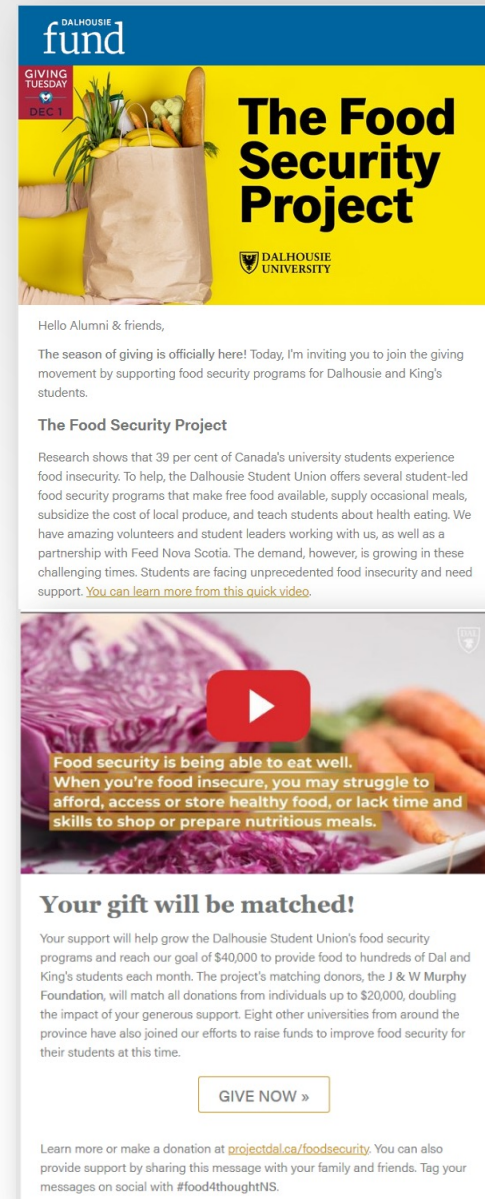
Supporters of **The Food Security Project** were encouraged to visit projectdal.ca/foodsecurity to donate.

The screenshot shows the projectDAL crowdfunding page for 'The Food Security Project'. At the top, the projectDAL logo is on the left, and navigation links for 'ABOUT', 'EXPLORE THE PROJECTS', 'SUBMIT A PROJECT', 'FAQS', and 'LOG IN' are on the right. The project title 'The Food Security Project' is centered below the navigation. A large image of a meal in a clear container with a banana and a glass of juice is featured, with a 'GIVING TUESDAY | DEC 1' banner overlaid. To the right of the image, a progress bar shows '\$68,065.00 Raised' out of a '\$40,000.00 Goal', with '23 days left' and '323 people have supported this project'. Below the image are social media sharing options (Facebook, Twitter, LinkedIn) and a 'Subscribe to campaign updates' button. A 'Sharing URL' is provided as 'https://bit.ly/372G1sV'. The page is divided into sections: 'HOME SUPPORTERS (323)', 'Story', and a list of donation levels. The 'Story' section contains text about food security's importance for students and the project's goals. The donation levels are: \$250 (17 donations), \$150 (14 donations), and \$100 (54 donations). Each level has a 'DONATE' button. At the bottom, there is a note about the J & W Murphy Foundation's matching pledge and a closing statement from the project.

Email

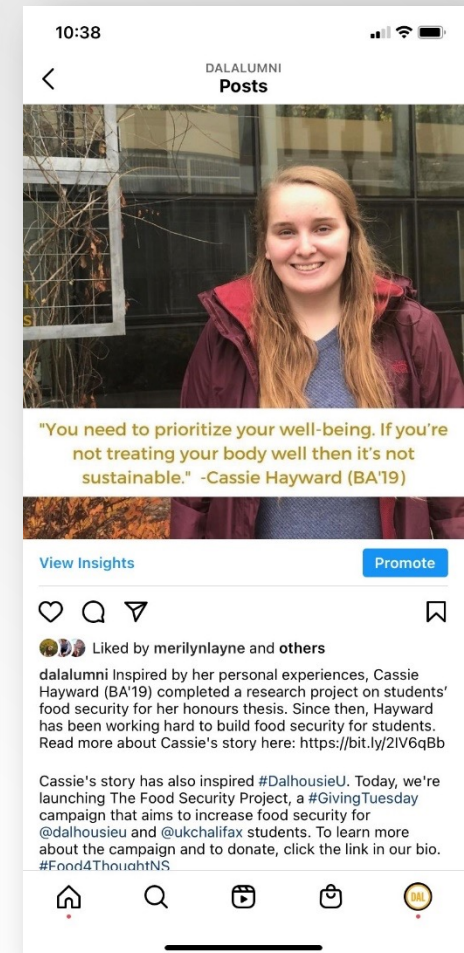
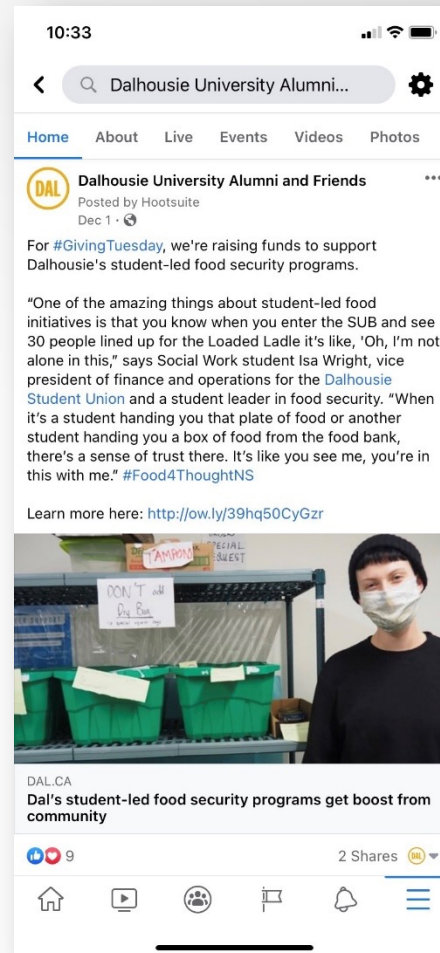
Prior to and during Giving Tuesday, **Mailchimp** – an email marketing platform – was used to deploy a series of emails targeted to Dalhousie’s donors introducing them to The Food Security Project.

- [Email sample #1](#) Sent on Nov. 24th to 371 recipients. Opens: 165 Clicks: 35
- [Email sample #2](#) Sent on Dec. 1st to 3K recipients. Opens: 1,259 Clicks: 59
- [Email sample #3](#) Sent on Dec. 1st to 5K recipients. Opens: 1,738 Clicks: 60
- [Email sample #4](#) Sent on Dec. 1st to 117 recipients. Opens: 52 Clicks: 14



Social Media

Social media was used to share the project across Dal's central and alumni channels. The team deployed both organic and paid posts across Facebook, Twitter, Instagram and LinkedIn. The message was shared more broadly across social media channels including the Dalhousie Student Union and Student Affairs. King's reshared Dal's posts when tagged.



With support from the J & W Murphy Foundation and the Dalhousie community, we surpassed our \$40,000 goal for The Food Security Project and raised **over \$69,000** to help Dal and King's students eat well.

Together, Nova Scotians answered the call and collectively the universities raised \$165,000 to improve food security for students across the province.

“I want to thank the J & W Murphy Foundation for their generosity, vision and leadership, and everyone who has lent their support to this project. I am so proud of the way Nova Scotia’s universities worked together to provide assistance to students during this challenging time.”

Deep Saini, Dalhousie University’s President and Vice-Chancellor