Giving Tuesday 2020 The Food Security Project



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?

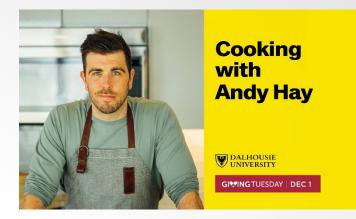
- A suite of branded, creative assets
- projectDAL crowdfunding page
- Email
- Social media
- Storytelling
- Press releases
- Event: a virtual cooking show with Andy Hay



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.

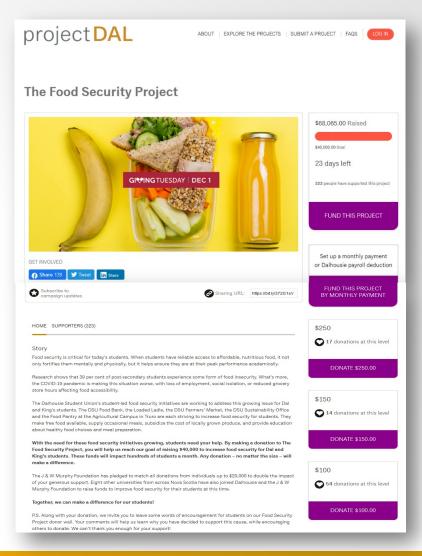


projectDAL Crowdfunding Page

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.





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
- Email sample #2
- Email sample #3
- Email sample #4

Sent on Nov. 24th to 371 recipients. Opens: 165 Clicks: 35

Sent on Dec. 1st to 3K recipients. Opens: 1,259 Clicks: 59

Sent on Dec. 1st to 5K recipients. Opens: 1,738 Clicks: 60

Sent on Dec. 1st to 117 recipients. Opens: 52 Clicks: 14



Hello Alumni & friends,

The season of giving is officially here! Today, I'm inviting you to join the giving movement by supporting food security programs for Dalhousie and King's students.

The Food Security Project

Research shows that 39 per cent of Canada's university students experience food insecurity. To help, the Dalhousis Student Union offers several student-led food security programs that make free food available, supply occasional meals, subsidize the cost of local produce, and teach students about health eating. We have amazing volunteers and student leaders working with us, as well as a partnership with Feed Nova Socia. The demand, however, is growing in these challenging times. Students are facing unprecedented food insecurity and need support. You can learn more from this quick video.



Your gift will be matched!

Your support will help grow the Dalhousie Student Union's food security programs and reach our goal of \$40,000 to provide food to hundreds of Dal and King's students each month. The project's matching donors, the 1 & W Murphy Foundation, will match all donations from individuals up to \$20,000, doubling the impact of your generous support. Eight other universities from around the province have also joined our efforts to raise funds to improve food security for their students at this time.

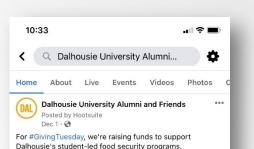


Learn more or make a donation at projectial.ca/foodsecurity. You can also provide support by sharing this message with your family and friends. Tag your messages on social with #food4thoughtNS.



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.



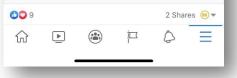
"One of the amazing things about student-led food initiatives is that you know when you enter the SUB and see 30 people lined up for the Loaded Ladle it's like, 'Oh, I'm not alone in this," says Social Work student Isa Wright, vice president of finance and operations for the Dalhousie Student Union and a student leader in food security. "When it's a student handing you that plate of food or another student handing you abox of food from the food bank, there's a sense of trust there. It's like you see me, you're in this with me." #Food4ThoughtNS

Learn more here: http://ow.ly/39hq50CyGzr

DAL CA



Dal's student-led food security programs get boost from community





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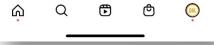
"You need to prioritize your well-being. If you're not treating your body well then it's not sustainable." -Cassie Hayward (BA'19)

Promote

Liked by merilynlayne and others

dalalumni Inspired by her personal experiences, Cassie Hayward (BA'19) completed a research project on students' food security for her honours thesis. Since then, Hayward has been working hard to build food security for students. Read more about Cassie's story here: https://bit.ly/21V6qBb

Cassie's story has also inspired #DalhousieU. Today, we're launching The Food Security Project, a #GivingTuesday campaign that aims to increase food security for @dalhousieu and @ukchalifax students. To learn more about the campaign and to donate, click the link in our bio. #FoodAThoughtNS





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

