



TOGETHER, WE CAN END

CHILDHOOD HUNGER

No Kid Hungry

Cause Marketing and Branding

1/7/2020 | DMAW/EF Professor's Institute





Who Am I?





No Kid Hungry is a Campaign by Share Our Strength

We're an organization dedicated to ending hunger and poverty. Through proven, effective campaigns, we connect people who care to ideas that work.





No Kid Hungry is the only campaign focused on

ENDING CHILDHOOD HUNGER IN AMERICA

1 IN 7 KIDS LIVE WITH HUNGER IN THIS COUNTRY

IT'S A PROBLEM WE CAN SOLVE.



Every Kid. Healthy Food. Every Day.



[Watch our video](#)



“It’s painful, because you have to go through your school work, and wait three periods to go to lunch. It’s like the pain of the hunger is eating at you.”

—MARIO, AGE 13



Hunger Threatens Children's Futures



EDUCATION

3 out of 4 public school teachers say that students regularly come to school hungry.



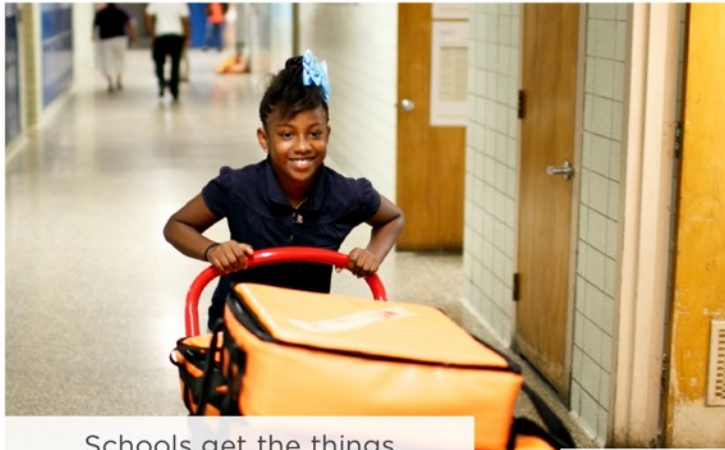
HEALTH

Hungry children are sick more, recover more slowly & are hospitalized more frequently.



ECONOMY

Research puts hunger's cost to the U.S. economy per year at \$167.5 billion



Schools get the things they need—like carts and equipment— to make breakfast a part of the school day and serve afterschool meals



Lawmakers pass legislation to feed children



Research uncovers better ways to reach hungry kids with food

HOW WE'RE ENDING CHILDHOOD HUNGER



Local community groups receive the tools and resources to end childhood hunger in their own communities



Summer meals sites can feed kids with help from items small and large—like coolers and mobile meals trucks



Low-income families learn how to purchase and prepare healthy food on a budget



NO KID HUNGRY
AND OUR PARTNERS
HAVE PROVIDED
HUNGRY KIDS
WITH MORE THAN

**ONE
BILLION
MEALS**



Today she's solving for X, tomorrow she's
solving the world's energy problems -
but only if she has food today.



One-Third Fewer Hungry Kids Since We Launched No Kid Hungry

3 MILLION
MORE KIDS
EATING SCHOOL
BREAKFAST
SINCE THE
START OF
OUR CAMPAIGN



GRANTS
SUPPORTING THE
BEST LOCAL
ORGANIZATIONS
THAT
FEED KIDS
IN ALL 50
STATES



SCHOOL
BREAKFAST
LEGISLATION
PASSED IN
13 STATES
AND MORE EACH
YEAR



1 MILLION+
FAMILIES USING
OUR TEXT TO FIND
SUMMER MEALS
SERVICE TO FEED
THEIR KIDS
WHEN SCHOOL
IS OUT



Value Proposition

No Kid Hungry is the only national campaign solely focused on ending childhood hunger in America, making sure every child gets three meals a day.

As experts in purpose-driven partnerships, we combine imagination and proven strategies to drive positive results for our partners and end childhood hunger – permanently.

We were pioneers of cause marketing partnerships, our first was with AMEX for its “Charge Against Hunger” campaign, raising more than \$20 million from 1993-1997.



In Good Company

We're proud to work with many of the country's brightest stars and businesses.



CELEBRITIES
EMBRACE OUR CAUSE



PASSIONATE CHEFS
ON OUR SIDE



BLUE RIBBON
CORPORATE PARTNERSHIPS



LEADING PARTNERS



CORE PARTNERS





“Being a mom, it’s extremely hard to accept that there are kids who aren’t getting enough to eat. I want my kids to have everything they need to grow up healthy and strong. All children should have that opportunity.”

“I know firsthand the fuel a healthy meal provides to perform at your best, and that’s just as true for kids in classrooms as it is for me on the court. Helping kids succeed is why we started partnering with No Kid Hungry. Even one hungry kid is one too many.”

— AYESHA & STEPHEN CURRY
NO KID HUNGRY NATIONAL SPOKESFAMILY



Raising Awareness and Brand Visibility

We tell the No Kid Hungry story through multi-faceted PR campaigns and activations throughout the year.

2 BILLION +
MEDIA IMPRESSIONS
ANNUALLY





Corporate Partners





How We Work With Corporate Partners

We engage millions of Americans each year through national initiatives to generate awareness and raise critical funds to make No Kid Hungry a reality.



CUSTOMIZED
PARTNERSHIP

Aligning with No Kid Hungry



Cause Marketing and Licensing:

Leverage sales promotions to build brand equity and drive business objectives.



Culinary Programs:

Connect with chefs and restaurants to create promotions, advertising and experiences.

Sponsorship:

Connect with target audiences through our national and regional platforms



Customized Partnerships:

Create unique partnerships to engage target audiences and drive brand awareness, sales, and loyalty.





NO KID HUNGRY
EDITORIAL CALENDAR 2019-2020



No Kid Hungry's marketing campaigns help Americans understand the reality of childhood hunger and raise funds for the programs to end it.

**POWERED BY
BREAKFAST**



When kids start the day with a healthy breakfast, there's no limit to what they can do.

**SHARE
SUMMER**



Hungry kids need our help when free school meals disappear. Let's share summer with them.

**DINE FOR
NO KID HUNGRY**

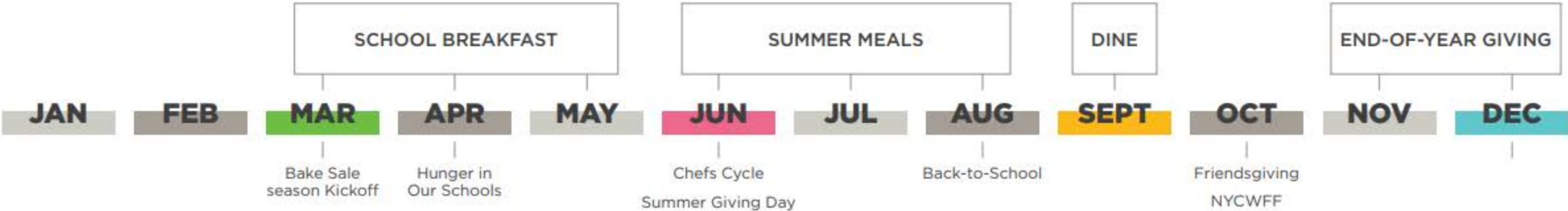


Every year, the restaurant industry comes together to feed kids by raising money for No Kid Hungry.

**GIVING
SEASON**

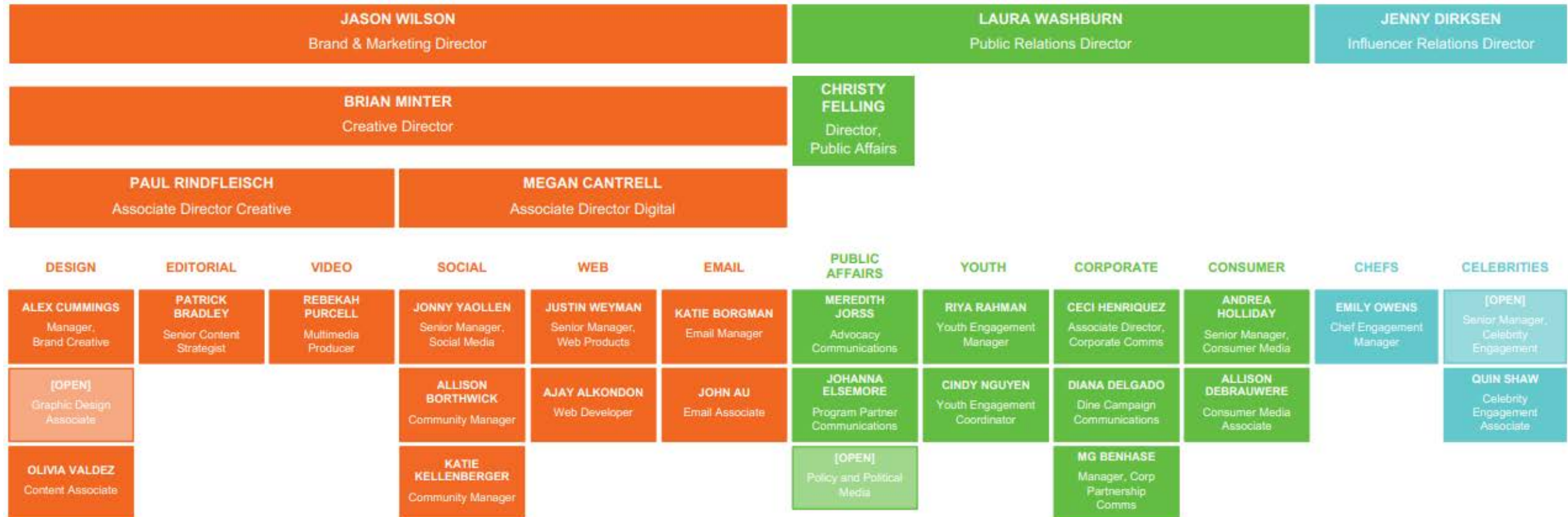


Giving Tuesday marks the start of the holiday season, when Americans donate to help kids.





Communications Department – Team Structure



Dine for No Kid Hungry

Embraced by over 16,000 restaurants – Dine for No Kid Hungry has evolved into a year-round, industry-led movement to own and end childhood hunger in America. We help brands stand out in their community while standing together with the restaurant industry for a cause that resonates with both guests and employees.



As of October 2019





Doing Good Is Good For Business



Source: Highest reported successes from Technomic restaurant survey and participant reporting



Drive Business Results While Standing For Kids



CONSUMER
DONATIONS



EMPLOYEE
ENGAGEMENT



TRAFFIC
DRIVER



MENU
PROMOTION



LTO



Build a customized, integrated program that meets business objectives.
A No Kid Hungry partnership engages team members, franchisees and guests.

Dine for No Kid Hungry Promotional Materials

SUPPORT
NO KID HUNGRY®

50TH ANNIVERSARY

Habit

BURGER GRILL

1969-2019



FREE
CHARBURGER WITH CHEESE

Now, through September 24, receive a certificate for
ONE FREE CHARBURGER WITH CHEESE
valid on your next in-store visit,
when you donate \$2.00 or more* to No Kid Hungry. 100% of all
donations go directly to No Kid Hungry to help kids in the U.S.
receive nutritious food.



NO KID
HUNGRY®

*For every donation of \$2.00 or more, Habit guests will receive one free Charburger with cheese certificate. Certificate can be redeemed in-store beginning the next day, through October 1, 2019. Certificate cannot be redeemed for online, mobile app, or third party delivery orders. Limit one free No Kid Hungry/free Charburger with cheese certificate per guest per day per order at participating Habit Burger Grill locations.

The Habit Burger Grill

MAKE IT MORE
THAN A MEAL

DONATE \$1

AND HELP CHANGE THE
LIVES OF LOCAL KIDS



Foundation



Junior
Achievement®



NO KID
HUNGRY®



Big Brothers
Big Sisters®



Arby's

Dine for No Kid Hungry Promotional Materials



Shake Shack

SHAKE SHACK


★ NO KID HUNGRY

Give and Shake

Thank you for your donation to No Kid Hungry.®

ONE FREE SHAKE
on the Shack App or
order.shakeshack.com
with code

FPO FPO FPO



Redeemable only on the Shack App or order.shakeshack.com with an account. Add a shake to your bag and enter the promo code at checkout.

This code is available for one-time use only until 9/30/2019 at participating Shake Shack locations on the Shack App or on order.shakeshack.com. **Not available for redemption in-Shack or on kiosk.** Limit one offer per order and one-time use only. Duplicates not accepted. Must be signed into an account for discount to apply at checkout. Approximate retail price of one featured shake is \$5.99. This card has no cash value.

Fuzzy's Taco Shop

I CHIPPED IN



TIME FOR FREE CHIPS & QUESO.

#MakeADifference CASHIER: USE BUTTON NKHQUESO

**NO KID HUNGRY**

Coupon redeemable on next visit and through October 31, 2019 at participating restaurants only. Not available for online orders or valid with any other offer or promotion. Other terms, conditions and exclusions may apply. © 2019 Fuzzy's Taco Shop

Example Digital Ads: TGI Friday's Social Posts



**DINE
FOR NO KID HUNGRY**



**JOIN US IN SUPPORT OF
NO KID HUNGRY**



\$2 DONATION
RECEIVE A FREE APP
WITH PURCHASE OF ENTRÉE (UP TO A \$10 VALUE)



\$5 DONATION
RECEIVE 20% OFF
YOUR ENTIRE FOOD PURCHASE

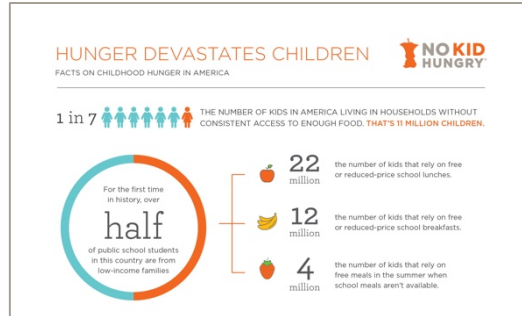


\$10 DONATION
GET A FREE ENTRÉE
WITH PURCHASE OF 2 BEVERAGES AND AN ENTRÉE

SWIPE UP TO LEARN MORE
OFFER VALID 10/1-10/31. DINE-IN ONLY. TERMS APPLY.



We Give Partners The Tools



Digital library of **video** assets, **photographs**, **infographics**, and more.



Marketing materials, such as postcards and POP templates.



Turnkey issue-related **social media posts** ready for publishing.



Regional statistics on food insecurity and food hardship, sample grantees and community-based partners.

MEDIA TOUR, 2017

We're *angry* that kids are *hungry*. We're #hangry.





NO KID HUNGRY

LIVE

WITH

BUSY PHILIPPS



FEATURING CO-HOST AND AWARD-WINNING CHEF

CURTIS STONE

WEDNESDAY, SEPT 4, 2019
7:00-8:30 PM ET



Dine Megaphone: National Media



Busy Philipps Is Hosting a Star-Studded Variety Show for No Kid Hungry – Here's How to Watch

The food-themed show will be reminiscent of an old-fashioned telethon

By [Hannah Chubb](#) | September 04, 2019 12:54 PM



Curtis Stone and Lindsay Price disagree on 2 very divisive foods

The celebrity chef and his wife have a lot of things in common, except for a couple dishes that spring from their American and Australian roots.



"People can get involved by ordering from a restaurant participating and the money will go directly to No Kid Hungry," Stone told TODAY. "It's a really easy way to help."



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FOOD & CULTURE

Kick off Dine for No Kid Hungry with Curtis Stone and Busy Philipps

by [Cristine Struble](#) 2 days ago [Follow @CristineStruble](#) [TWEET](#) [SHARE](#) [COMMENT](#)

Dine for No Kid Hungry is having a big kick-off event with Curtis Stone and Busy Philipps on September 4 and everyone can join.

Excited for Dine for No Kid Hungry? For the first time, the kickoff will be live streamed on September 4. Curtis Stone will join No Kid Hungry Live with Busy Philipps. Foodies will want to watch this special event.

Did you know that 1 in 6 children are living with hunger in the United States? That figure is astonishing. While many people think that people live in this abundant world, there are children who struggle just to have a meal.

Dine For No Kid Hungry Takeaways

WHAT WE'VE LEARNED

- We don't directly impact the bottom line through our marketing...yet
- You always need to “go bigger”
- Engaged partners raise the most (3+ years)
- Multi-year partnerships are the key to success
- Marketing materials drive creativity, but rarely get used
- Distributed fundraising models have the greatest potential for long term revenue growth



SHARE SUMMER



What is Share Summer?

Share Summer is a signature initiative developed by No Kid Hungry to bring awareness and increase access to summer meals for kids.

THEME:

- For kids who rely on the free meals they get at school, summer can be the hungriest time of year. Let's share summer with them.

OBJECTIVES:

- Drive consumer awareness of Share Summer by making it highly visible on No Kid Hungry channels and through earned and paid media.
- Provide theme for corporate partners to message their support of No Kid Hungry and harness the halo affect and surround sound to support business objectives.



How We Activate Share Summer



BUILD AWARENESS

Local Activations & Mobile Billboards



Mobile Billboards in 10 markets with activations in select markets.
Dates: June & July

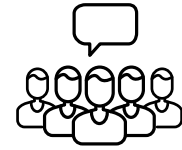


ENGAGE CONSUMERS

Social Media and Influencers



Increase engagement with creative social media programs featuring influencers and turn-key compelling content.



SECURE MEDIA

Earned, owned and paid media



Earned and paid media collaborations to offer campaign surround and lasting impact with consumers.

2019 Share Summer Recap

Through unique Summer Meals celebration events and a comprehensive outreach strategy, **more messages were sent to the summer texting line by June 2019 than all of the previous summer.**

KICK OFF: Summer Meals celebrations in San Francisco, Dallas, Bentonville and NYC.

Mobile billboards featuring the summer texting line and corporate partner logos traveled through 10 markets for seven days

CONSUMER AWARENESS: Campaign generated 51M+ social impressions and 27M+ impressions through earned, owned and paid media including coverage ET, Good Morning Texas and SNY



citi

Anthem

IMAGINE

General Mills
Making Food
People Love

Kellogg's

Tyson

WILLIAMS
SONOMA
CALIFORNIA



Support from No Kid Hungry Friends and Advocates

Share Summer Ambassador Ayesha Curry, chefs and celebrities helped spread the word about the summer texting line.

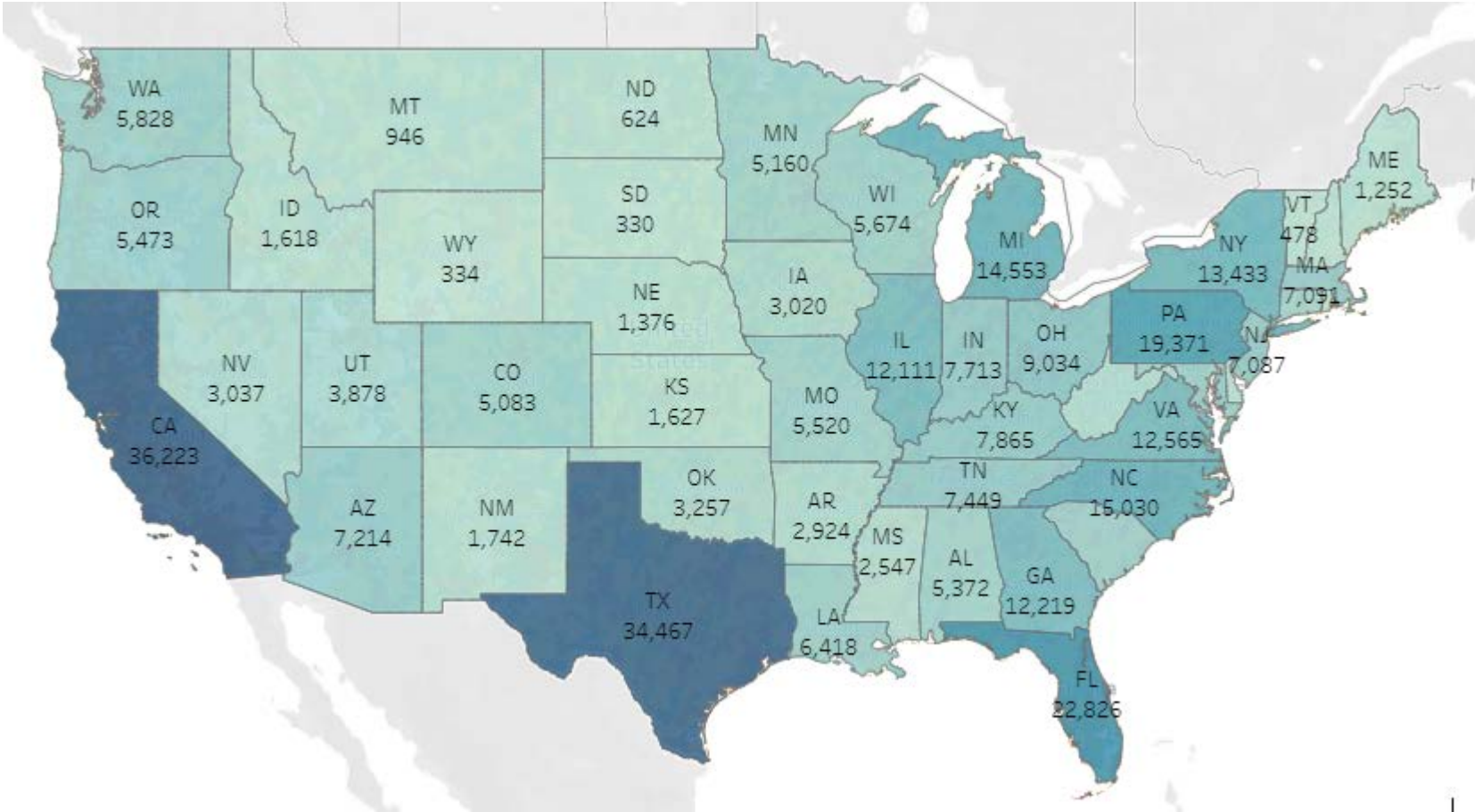
- Kristen Bell
- P!nk
- Kevin Bacon
- Jeff Bridges





How We've Made an Impact Through Marketing

Since it's launch in 2013, we've connected more than 1 million families with information about summer meals sites near them. This is what 2019 looked like.



The Importance of Microsites

We build microsites for our “tent pole” moments. These help us track traffic, promote our major CTAs, and provide recognitions and partner benefits. Visit <https://ShareSummer.org> to see one.





Share Summer Takeaways

WHAT WE'VE LEARNED

- Our marketing can make an impact on feeding kids directly
- Creating urgency/timeliness for our partners helps to engage new ones, and upsell existing partnerships
- Tent pole moments shouldn't be their own brand
- A strong CTA – while not essential – helps
- In person activations for summer have created strong employee engagement opportunities
- We need to do more market research





Lifestyle Social Good Campaign



Turn Up: Fight Hunger

WHAT IS IT?

TURN UP is our **multi-year, multiplatform social impact brand** inspired by and targeted to the Discovery Lifestyle audience, activating an unparalleled 25% of all U.S. women viewers.

This initiative will engage viewers around the issues they're passionate about and provide the tools to make a difference through **activism, fundraising and advocacy**.

As our audience Turns Up, we'll capture compelling stories that amplify their contributions, fostering an engaged, sustainable **community of doers**.

Discovery Inc will begin by concentrating our efforts on **addressing hunger**. We own the food genre and will use **HUNGER** as a vehicle to drive social change by empowering our viewers and partners to Turn Up the Volume on these issues through our engagement eco-system, creating a grass roots movement that will lead to measurable impact and deepen loyalty to our brands.



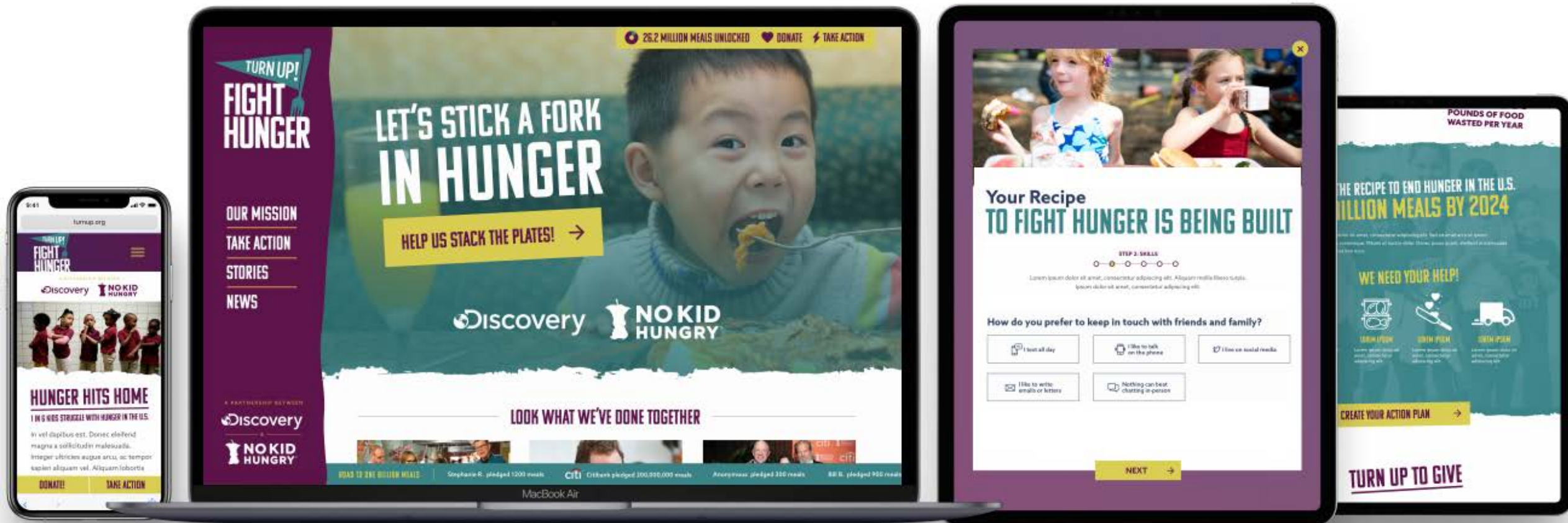


Turn Up: Fight Hunger – Building a Movement



The goal of the Turn Up Campaign is to provide 1 billion meals to kids in need in the next 5 years.

Turn Up: Fight Hunger – Microsite



Turn Up: Fight Hunger – Video Assets



Explainer Video :30

Celebrity Talent PSA



Turn Up: Fight Hunger Takeaways

WHAT WE'VE LEARNED

- Maximizing media talent and relationship-building is crucial to success
- Media partnerships drive awareness, but not necessarily fundraising
- Clear and direct lines of communication between partner and nonprofit
- Strong collaboration between account managers and communications team
- Be aware of potential brand confusion
- Audience overlap helps build affinity



Text **HUNGRY** to **707070** or
visit **TurnUp.org** to take action.





THANK YOU

Jason Wilson

Director of Brand & Marketing

jwilson@strength.org

[@NoKidHungry](#)

APPENDIX

More On How We Feed Kids

BREAKFAST

Making breakfast part of the regular school day, just like lunch, has a powerful effect on kids. That's why we work with educators, political leaders and local nonprofits across the country to change the way schools serve breakfast.

SUMMER MEALS

For kids who rely on school for regular meals, summer is the hungriest time of year. No Kid Hungry is helping community leaders with the funding and know-how they need to start summer meals sites, as well as advocating for needed changes to the national summer meals program.

AFTERSHOOL MEALS

For kids without enough to eat at home, No Kid Hungry is helping schools provide healthy meals in a safe, supervised place that they trust after the school day ends.

NUTRITION EDUCATION

When you help families, you help kids. That's how No Kid Hungry's sister campaign, Cooking Matters, is helping feed kids in communities across the country. Through Cooking Matters, parents and caregivers learn to shop and cook healthy food on a tight budget.

RESEARCH & RESOURCES

No Kid Hungry has learned a lot about what works over the years, and we're constantly seeking out new and better ways to feed kids. The No Kid Hungry Center for Best Practices, a fully-staffed, world-class research and outreach program, gives local government agencies, nonprofits and community leaders access to tools, research and training to end hunger in their communities.

Citations—Hunger Is A Health Issue

Children who struggle with hunger are sick more, recover slowly, & are hospitalized more frequently.

([Journal of Nutrition](#))

Food insecurity can be part of several forms of toxic stress that literally damage the architecture of a child's developing brain. ([RTI](#))

66% of low-income families report choosing between buying food and paying for medicine and health care in the past year ([Hunger in America](#))

Citations—Hunger Is An Education Issue

3 out of 4 public school teachers say that students regularly come to school hungry. ([Deloitte 2015](#))

Average increase in standardized math scores increase by 17.5% on average when students who regularly start the day with a healthy breakfast. ([Deloitte 2013](#))

9 out of 10 teachers say they are concerned about the long-term effects hunger has on children's education ([Deloitte 2015](#))

Citations—Hunger Is An Economic Issue

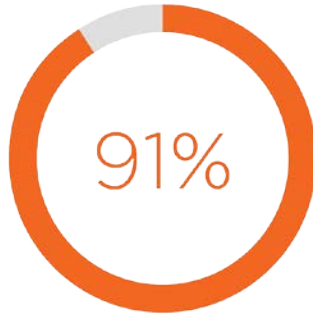
A study from Brandeis university put hunger's cost to the U.S. economy per year at \$167.5 billion. ([Brandeis](#))

Children struggling with hunger also struggle academically, and are more likely to drop out before getting a high school degree. High-school dropouts make significantly less than their peers who graduate. ([Deloitte 2013](#))

Summer hunger is linked to cognitive decline and summer learning loss for children from low-income families. Studies show re-teaching costs average \$1,540 per student per year. ([Deloitte 2013](#))

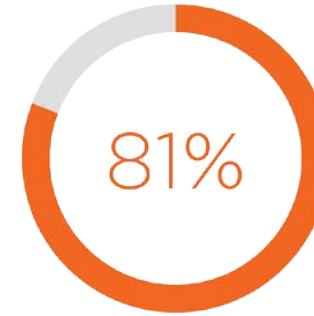
Market Research

No Kid Hungry offers companies the opportunity to align with a cause nationally while communicating local impact.



of Americans

- Would be likely to switch from one brand to another if it's associated with a good cause
- Have a more positive image of a product or company when it supports a cause they care about



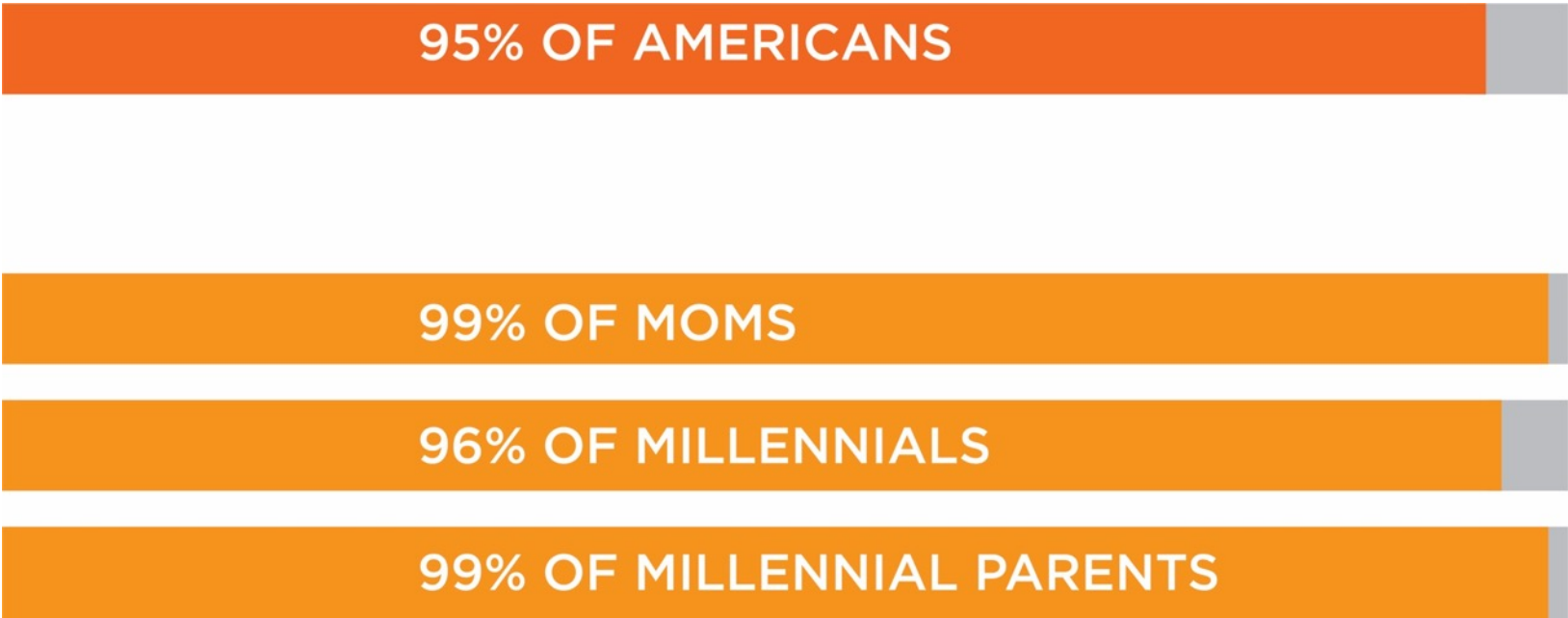
of Americans

Have said companies should prioritize support of issues that affect both national and local communities



Favorability Increases With No Kid Hungry Alignment

Key audiences say they view a company more favorably if it is aligned with No Kid Hungry:



Connecting Business Segments With a Cause Everyone Can Embrace



CONSUMERS

RETAIL

EMPLOYEES

VENDORS /CLIENTS

SALES PROMOTIONS

MULTI-WAY
PARTNERSHIPS

HQ ACTIVATIONS TO
ENGAGE EMPLOYEES

MULTI-WAY
PARTNERSHIPS

PR & EVENTS

SALES INCENTIVES

BAKE SALE FOR
NO KID HUNGRY

SALES INCENTIVES

ONLINE &
SOCIAL MEDIA

DONATIONS AT POS

WORKPLACE GIVING

ENTERTAIN CLIENTS AT
CULINARY EVENTS