

a. Brand/Organization Name - **Minnie's Food Pantry**



b. Review/interpret the results of your efforts and graph them. What was your impact? How did you make a difference working with your organization?

1. Goal and Objectives

- Increase MFP's Awareness at UT-Dallas
- Design infographics and volunteering QR codes
- Combine competitor's social media followers in a chart
- Research on most used hashtags for MFP
- Draft copywrites for social media post with chosen hashtags

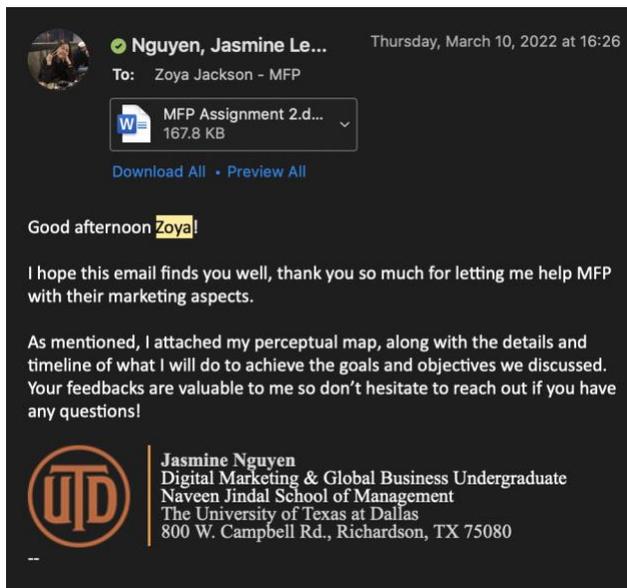
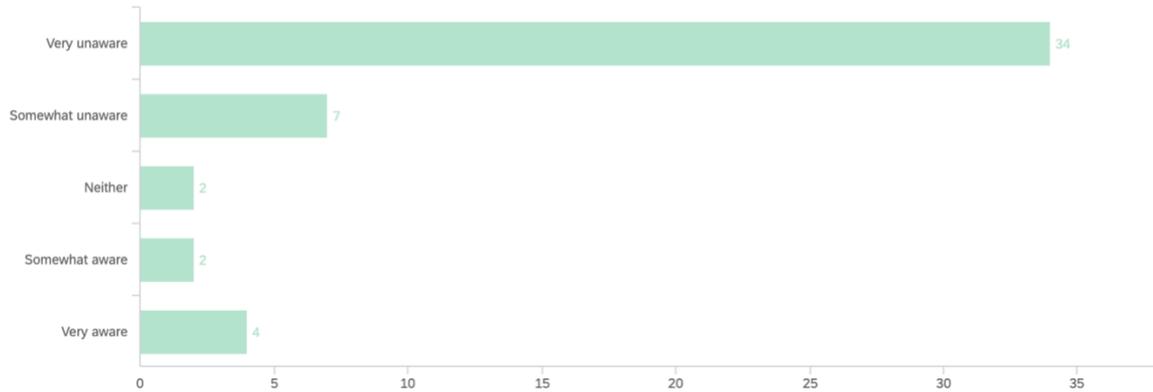
2. Results of your Plan

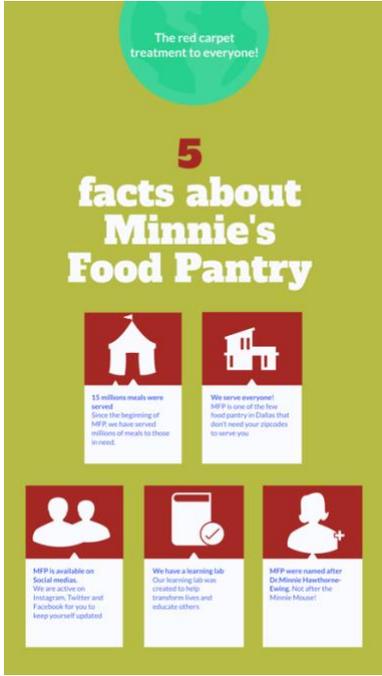
There were 57 responses received from MFP survey. Based on the survey, most respondents preferred using Instagram and Twitter. Besides, more than 50% of respondents don't follow any non-profit organizations on social media because they were unaware of which non-profits to choose from. 12 respondents said they would follow a non-profit if there was a presence of an educational post.

Out of 57 respondents, 34 of them were unaware of MFP and its purpose. Therefore, I decided to create an educational infographic of 10 facts about MFP to increase awareness, along with a chosen hashtag: #nationalvolunteerweek #notforprofit #communityoutreach #501c3 #supportnonprofits #donate #philanthropy #givingtuesdaynow #nonprofitorganization #causes

3. Data visualization example that communicates your results and impact

Awareness of Minnie's Food Pantry





Copy:#1 Fun facts about Minnie’s Food Pantry! Fyi We are actually not named after Minnie’s Mouse of Disney. How many of these you already know?

#nationalvolunteerweek #notforprofit #communityoutreach #501c3 #supportnonprofits #donate #philanthropy #givingtuesdaynow #nonprofitorganization #causes

QR codes:



Copy#2: Looking for a volunteer opportunity this summer? Join us for more fun and the chance to help others

#nationalvolunteerweek #notforprofit #communityoutreach #501c3 #supportnonprofits #donate
 #philanthropy #givingtuesdaynow #nonprofitorganization #causes

#	Field	1	2	3	4	5
1	Instagram	66.7% 4	55.6% 5	40.0% 2	46.2% 6	45.5% 5
2	Linkedin	0.0% 0	0.0% 0	0.0% 0	7.7% 1	0.0% 0
3	Facebook	0.0% 0	0.0% 0	0.0% 0	0.0% 0	9.1% 1
4	Twitter	33.3% 2	22.2% 2	40.0% 2	23.1% 3	27.3% 3
5	Youtube	0.0% 0	22.2% 2	20.0% 1	23.1% 3	18.2% 2
		6	9	5	13	11

Competitors' social media:

Competitors	Instagram	Facebook
North Texas Food Bank	7	48,378
Desoto Food Pantry	38	523

4. Based on the results, provide a list of recommendations of marketing strategies that should be continued or considered for usage in the future.

I would recommend the following future marketing strategies for Heart of Courage:

- Create Reels for future events and volunteering events to attract young audience
- Create a posting schedule on Twitter and Instagram with contents that are relevant to UTDallas students who are socially conscious
- Using Instagram "takeover" to highlight individuals who are active in the non-profit