



2019 Campaign Planning Tool

This tool is provided for planning purposes and will mirror the final report form that food banks will be required to complete in order to access funds through the 2019 Fight Hunger. Spark Change. Planning and Execution grant opportunity. To complete the report in Feeding America's grants management system, you will need to keep track of the number of actions taken by your food bank and at least one example to substantiate your submission.

Social Media Activation: 2 Points Per Post – Maximum of 10 Points Possible

Please enter the **number of times during the campaign that you published on social media** a post that emphasized how your food bank is helping the local community and which highlighted how the campaign is helping you with that local impact. For example, if you posted once on Facebook and three times on Twitter, you would enter the respective number next to each social channel. This example would earn eight points (two points per each of four posts).

- Facebook _____
- Twitter _____
- Instagram _____
- Other Social Platform (LinkedIn, YouTube, etc.) _____

If you selected "other" please tell us which platform you used: _____

Community and Public Relations: 5 Points Per Action – Maximum of 25 Points Possible

Please enter the **number of actions** your food bank took. For example, if you distributed the press release, secured one placement with a local station and included information in one newsletter, you would enter the respective number next to each channel. This example would earn 15 points (5 points for each of three actions taken).

- Distribution of campaign press release* _____
- Placed information in a newsletter or e-newsletter _____
- Secured media coverage/placement _____
- Supported a Walmart-secured media interview or placement _____
- Included impact stories and linked them to campaign content on your food bank's web site _____
- Included information on your blog, or on a community member/local influencer's blog _____
- Other _____

If you selected "other" please list the activity/activities you undertook: _____

*Please note, distributing the press release can count only one time.

Walmart Associates and Stores: See Scale – Maximum of 25 Points Possible

Engagement of Walmart team members has been key to the success of previous Fight Hunger. Spark Change. campaigns. Walmart associates provide the first line of opportunity for driving consumer



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engagement in stores – from speaking passionately about the impact of the campaign to asking customers to donate at check out.

Points in this section will be awarded based on the overall percentage of stores visited in each food bank's service territory (please see scale below). For example, if your food bank has a total of 80 stores in your service area (inclusive of both Walmart and Sam's Club) and you visit 20 to specifically discuss the campaign, you would earn 10 points, according to the below scale. ($20/80 = 25\%$ of stores visited). For the list of stores matched to each food bank, please visit the document library located on the [campaign page on HungerNet](#).

Below, **please check the box** that represents the percentage of stores in your service area that you visited to discuss Fight Hunger. Spark Change. This can include visits to speak with store or department leadership or presenting at morning meetings. Please note, **visits that do not include an interaction with an associate(s) about the Fight Hunger. Spark Change. campaign should not be counted.**

*Store visit scale based on % of stores in service area visited:

- 1-20% of stores visited: 5 points
- 21%-40% of stores visited: 10 points
- 41%-60% of stores visited: 15 points
- 61%-80% of stores visited: 20 points
- 81%-100% of stores visited: 25 points

Documentation

Please upload at least one example that speaks to the activities reported on. One example is needed in total. We do not need one document per category. Please share with us the example you are most proud of, that best represents your work to support the campaign through these activities and a focus on local storytelling. Select examples will be shared with the donor for stewardship purposes.

Report Requirement

As previously identified, a final report will be due on **Tuesday, May 28, 2019** covering the **entire** campaign period (April – May 2019). This report will require totals of activities undertaken with examples provided. Awarding of available funds will be dependent upon this submission.