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Campus, Community, Connection: A Public Relations Campaign

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Campus, Community, Connection:
A Public Relations Campaign

Created By: Elizabeth Blasko

Thesis Chair: Janice Wassenaar Maatman, CNP
Committee Member: Dr. Anna Popkova
Committee Member: Cherise Buchanan
Foreword and Acknowledgements

This campaign plan is a collection of public relations work intended to help Kalamazoo Loaves & Fishes better connect with students at Western Michigan University. This thesis would not have been possible without support from the thesis committee, Janice Maatman, Dr. Anna Popkova and Cherise Buchanan. Thank you to these three professionals for offering their expertise to help make this campaign plan successful.

This plan was developed as Elizabeth Blasko’s WMU Lee Honors College thesis project as a practical application of teaching methods. The client is welcome to use the information and plan enclosed, but the implementation of the plan is up to the sole discretion of the client.
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Executive Summary
Kalamazoo Loaves & Fishes (KLF) is a registered 501(c)(3) nonprofit with a mission to “Feed hungry people and engage our community in the fight to end hunger.” KLF started in 1982 and has since grown to include 23 pantry sites across Kalamazoo County. KLF offers many assistance programs including Grocery Pantry Program, Mobile Food Initiative, Weekend Food Pack Program, Commodity Supplemental Food, and Meal Support Program (Kalamazoo Loaves & Fishes).

Kalamazoo Loaves & Fishes faces public relations challenges in regards to connecting with college students in the Kalamazoo community. There is limited mission awareness among students at Western Michigan University. Additionally, students are not aware of the opportunities for volunteering, interning, and hosting food drives. KLF has a professional and easy to navigate website. However, they lack engagement on social media from college students.

Western Michigan University students are the target public for this campaign. This public was selected because students at WMU were not being directly targeted by outreach efforts. If the WMU students were more aware of the mission of KLF as well as the opportunities to get involved, they may be more likely to contribute in some way. WMU students could contribute their time and talent to Kalamazoo Loaves & Fishes through volunteering, internships, and hosting food drives. Therefore, the goal of this campaign is by December 1, 2016, increase mission awareness and awareness of existing involvement opportunities among Western Michigan University students by 25%.

The first objective is by December 1, 2016, increase awareness of volunteer opportunities by 20% among Western Michigan University students. In an effort to increase awareness key messages will be utilized to target students such as, Kalamazoo Loaves & Fishes offers volunteer
opportunities for students to obtain service hours. Also, Kalamazoo Loaves & Fishes offers
group volunteer sessions that are available to student groups of 10 to 15 people.

The second object is by December 1, 2016, increase the awareness of internship
opportunities by 20% among Western Michigan University Students. A key message for this
objective is, Kalamazoo Loaves & Fishes offers internships for credit at Western Michigan
University. Also, internships are available to students in a variety of academic disciplines.

The third objective is by December 1, 2016, increase the awareness monetary/food
contribution opportunities by 20% among Western Michigan University Students. A key
message is that students at Western Michigan University can host a food drive in collaboration
with their registered student organization and campus community. Kalamazoo Loaves & Fishes
also provides “Food and Fund Kits” to groups who wish to organize a Food and Donation drive.

To achieve these objectives a variety of tactics will be implemented to target WMU
students. One of our main tactics is the KLF Bronco Day of Service event. This is a special
volunteer event just for WMU students. The event will be promoted around campus in a variety
of ways. There will be a poster, press release, media advisory, and invitations, in addition to
social media posts. Other tactics include attending Bronco Bash, a student section in the
newsletter, informational sessions, campus chalk, and informational tables on campus.

To evaluate the success of this campaign, a post-survey will be given to students at the
conclusion of the campaign. The results from the second survey will be compared to the results
from the first survey. Also, the individual tactics will be evaluated to determine which tactics
were most successful in increasing awareness.
Situation Analysis of Client and

Problem Statement
Overview of the Client

Kalamazoo Loaves & Fishes (KLF) is a registered 501(c)(3) nonprofit organization that addresses hunger in Kalamazoo County. The Mission of Kalamazoo Loaves & Fishes is to, “Feed hungry people and engage our community in the fight to end hunger.” Kalamazoo Loaves & Fishes is committed to serving our entire community, and values the inclusion of individuals of all ages and backgrounds. KLF started in 1982 when several downtown churches were concerned about increasing requests from people for food assistance. The congregations united to share resources and create a structured response to local hunger and thus Kalamazoo Loaves & Fishes was born (Kalamazoo Loaves & Fishes).

As time went on, the number of congregations increased and the food distribution sites expanded. Kalamazoo Loaves & Fishes is the largest charitable food distribution system in Kalamazoo County. KLF works hard to promote a hunger-free community through programs and advocacy work. One of the most well-known programs that KLF offers is the Grocery Pantry Program (GPP). To receive services from the Grocery Pantry Program that an individual has to do is self-declare need every thirty days. They can do this by calling the “Need Food” line at 343-FOOD (3663). If an individual needs additional support, they can get a referral from a caseworker. Kalamazoo Loaves & Fishes has 23 sites across as well as a main location across Kalamazoo County. These sites are set up like miniature grocery stores. At the pantry, individuals choose items from the nutritional categories of protein, fruits and vegetables, and grains. From these categories the individual will receive four days’ worth of food for each member of their family. In addition to the Grocery Pantry Program Kalamazoo Loaves & Fishes has other programs that address hunger issues. These programs include the Mobile Food
Initiative, Weekend Food Pack Program, Commodity Supplemental Food, and Meal Support Program (Kalamazoo Loaves & Fishes).

Kalamazoo Loaves & Fishes operates on a budget of approximately $5,660,000 annually (Kalamazoo Loaves & Fishes). The operation of this nonprofit is primarily made possible by in-kind support and contributions from individuals, corporations, and groups. KLF frequently utilizes a variety of public relations tactics. There is a newsletter sent out to subscribers that features current happenings, opportunities, and success stories. Kalamazoo Loaves & Fishes utilizes Facebook and Twitter. Additionally, they have a newly redesigned website that is informative and easy to navigate. However, there are currently no specific public relations tactics that aim to reach out to students at Western Michigan University.

A peer institution that is in competition with Kalamazoo Loaves & Fishes for student interaction is the Invisible Need Project on Western Michigan University’s campus. The Invisible Need Project offers a food pantry for students and a Student Emergency Relief Fund (SERF). A problem that Kalamazoo Loaves & Fishes encounters when reaching WMU Students is that the Invisible Need Project is located on the main campus while Kalamazoo Loaves & Fishes is located almost two miles from the main campus.
Analysis of Problem

Kalamazoo Loaves & Fishes is lacking mission awareness among 60% of students at Western Michigan University (Appendix B).

Kalamazoo Loaves & Fishes is not currently recognizable by the majority of students at Western Michigan University. Although KLF is located about two miles away from Western Michigan University’s main campus, there is a clear disconnect between the university and this nonprofit organization. In addition to KLF lacking mission awareness among students, only 17.5% of students surveyed have volunteered at and/or donated to Kalamazoo Loaves & Fishes (Appendix B).

Kalamazoo Loaves & Fishes has not made any extensive effort to connect with Western Michigan University in the past and is looking to change this through public relations efforts. Currently, public relations responsibilities fall under the direction of Marketing Coordinator, Meg Gernatt. Kalamazoo Loaves & Fishes has a well-organized and visually appealing website. They also utilize two main social media platforms, Facebook and Twitter. These platforms are professional and well-maintained. However, there is not a significant amount of engagement (likes, shares, comments, etc.) on either platform. Of the content shared on Facebook and Twitter, neither specifically targets the traditional college student demographic or Western Michigan University. There is no use of additional social media platforms such as Instagram.

Targeting the student population would be beneficial to Kalamazoo Loaves & Fishes as an organization. For example, the increased awareness may lead some students to advocate about the issue of hunger in the Kalamazoo community. Additionally, this increase in awareness may lead to an increase in volunteers and interns. Finally, this campaign may lead more student
groups hosting food drives and fundraisers for KLF. Therefore, connecting with WMU students could benefit Kalamazoo Loaves & Fishes in a variety of ways.

SWOT Analysis

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<th>Strengths</th>
<th>Opportunities</th>
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<td>• Communications Coordinator on staff</td>
<td>• Potential for internship positions for WMU students</td>
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<tr>
<td>• Largest food pantry in Kalamazoo</td>
<td>• Increase in social media outreach (i.e. Instagram and Snapchat)</td>
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<td>• Ample volunteer opportunities for individuals and groups</td>
<td>• Collaboration with student groups</td>
</tr>
<tr>
<td>• Programs and services open to college students</td>
<td>• Collaboration with on-campus pantry, The Invisible Need Project</td>
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<tr>
<td>• Passionate team of dedicated staff members</td>
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<th>Weaknesses</th>
<th>Threats</th>
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<tr>
<td>• Lack of mission awareness among students at WMU</td>
<td>• Competition of on-campus volunteer opportunities</td>
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<tr>
<td>• Limited budget</td>
<td>• Competition of off-campus volunteer opportunities</td>
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<tr>
<td>• Limited resources</td>
<td>• Competition of on-campus pantry, The Invisible Need Project</td>
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<td></td>
<td>• Transportation challenges for students</td>
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</tbody>
</table>

Profile of Target Publics

1. 1. College students in Kalamazoo, Michigan

   • Students at Western Michigan University

   The target public of this campaign is students at Western Michigan University. This public was selected because WMU students are currently not a target public of Kalamazoo Loaves & Fishes. Additionally, if they were targeted this public would positively contribute to Kalamazoo Loaves & Fishes. The student body at Western Michigan University has a lot to offer Kalamazoo Loaves & Fishes in terms of a strong volunteer/intern base. These students have the
potential to contribute their time and talent to Kalamazoo Loaves & Fishes by volunteering in the warehouse and completing semester-long internships. Additionally, these students could contribute significantly through monetary and food donations. Many student groups at Western Michigan University host fundraisers and charity events to support various causes in the community. The same could be done for Kalamazoo Loaves & Fishes if the WMU student body was a target public.

Western Michigan University has a total of 23,914 students. Of these students, 12,214 are female and 11,700 are male (All Student Demographic Information, 2015). Students at Western Michigan University utilize social media platforms including Twitter, Facebook, Instagram, and Snapchat to obtain information. In general, college students are more apt to check social media than traditional news sources. Based on these media patterns, various social media platforms will be utilized throughout the campaign. The psychographics that drive college students include academic achievement, emotional stability, and social standing. The student population at WMU is concerned with success; they value resume building experiences and are focused on their future career. Influential people from the student body at Western Michigan University include student leaders, athletes, and employees. To target the student population at WMU this campaign will utilize mediums that appeals to students including social media, campus presentations, and chalking.
Campaign Design and Implementation
While gathering information surrounding Kalamazoo Loaves & Fishes’ outreach methods, I noticed a gap of information. There is no statistical data about outreach to college students in the Kalamazoo community. In fact, Volunteer Coordinator, Cherise Buchanan shared that there has never been much formal outreach to students at Western Michigan University. Most WMU student connection has occurred from students approaching Kalamazoo Loaves & Fishes looking for opportunities to get involved. Therefore, through research I want to know the percentage of students who are familiar with the mission of Kalamazoo Loaves & Fishes. Additionally, I would like to know what percentage of students would contribute to KLF in some way if they had more information. To fill this gap, I will be conducting research surrounding these questions.

To gather the necessary data about WMU students, I will write and distribute a short survey (Appendix A) to a sample of students. The survey will be created using Google forms and will be distributed via Facebook and email to students. The survey questions will address the mission awareness of KLF and the likelihood of contribution. I hope to gain a minimum of 50 survey responses from WMU students. This survey will be distributed during the week of March 7, 2016. The survey will close March 18, 2016 at 8 p.m.

After the survey is closed and a minimum of 50 respondents has been reached the data will be recorded in an excel spreadsheet. The responses to each question will be tallied and the data will be analyzed. The responses to each question will tell me more about the percentage of students that are familiar with the mission of KLF as well as how they might be willing to contribute to this organization.
Research Results

At the conclusion of the survey there were a total of 80 responses. The data from the survey indicates that 40% of Western Michigan University students are familiar with the mission of Kalamazoo Loaves & Fishes. Additionally, 22.5% of students are familiar with the programs that KLF offers and 17.5% have volunteered at KLF. This data confirms the overall low level of mission awareness and engagement among students at Western Michigan University. However, 86.25% of students indicated that if they knew more about Kalamazoo Loaves & Fishes they would be inclined to volunteer at KLF. Furthermore, 58.75% of students indicated that if they knew more about Kalamazoo Loaves & Fishes they would be more inclined to donate to KLF (Appendix B). Based on this information, it is likely that with an increase in mission awareness among students at Western Michigan University there will be an increase in WMU student volunteers and donations for Kalamazoo Loaves & Fishes.

The Campaign Plan - Goals and Objectives

**Goal:** By December 1, 2016, increase mission awareness and awareness of existing involvement opportunities among Western Michigan University students by 25%.

**Objective 1:** By December 1, 2016, increase awareness of volunteer opportunities by 20% among Western Michigan University students.

**Objective 2:** By December 1, 2016, increase the awareness of internship opportunities by 20% among Western Michigan University Students.

**Objective 3:** By December 1, 2016, increase the awareness monetary/food contribution opportunities by 20% among Western Michigan University Students.
The Campaign Plan - Key Messages

Campaign Theme
Campus, Community, Connection

Target Public
Western Michigan University Students

Objective 1
By December 1, 2016, increase awareness of volunteer opportunities by 20% among Western Michigan University students.

Key Messages
- Mission: Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.
- Kalamazoo Loaves & Fishes offers volunteer opportunities for students to obtain service hours.
- Group volunteer sessions are available to student groups of 10 to 15 people.
- KLF’s largest program, the Grocery Pantry Program, serves approximately 700 individuals every day, up to 1000 individuals on very busy days. Forty percent of the people served by our Grocery Pantry Program are under the age of 18.

Objective 2
By December 1, 2016, increase the awareness of internship opportunities by 20% among Western Michigan University Students.

Target Public
Western Michigan University Students
Key Messages

- **Mission:** Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.
- Internships are available to students in a variety of academic disciplines.
- Kalamazoo Loaves & Fishes offers internships for credit at Western Michigan University.
- Kalamazoo Loaves & Fishes is committed to serving our entire community, and values the inclusion of individuals of all ages and backgrounds.

**Objective 3**

By December 1, 2016, increase the awareness monetary/food contribution opportunities by 20% among Western Michigan University Students.

- **Mission:** Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.
- Students at Western Michigan University can host a food drive in collaboration with their registered student organization and campus community.
- Kalamazoo Loaves & Fishes provides “Food and Fund Kits” to groups who wish to organize a Food and Donation drive.
- For $1 Kalamazoo Loaves & Fishes can feed someone breakfast, lunch, and dinner.
The Campaign Plan - Strategies

**Strategy 1** – Educate Western Michigan University students on the key messages of Kalamazoo Loaves & Fishes through an increase in campus promotion.

The methods of dissemination for this strategy will be through social media and print media. This is a communication strategy that aims to inform students about Kalamazoo Loaves & Fishes as an organization. This strategy was chosen because based on the student survey, the majority of students are not aware of Kalamazoo Loaves & Fishes. Focusing on the key messages will help to change this statistic and make KLF a more widely known organization among the target public. This strategy supports all three objectives because it emphasizes the awareness of the mission of the organization through campus outreach.

**Strategy 2** – Connect Western Michigan University students to opportunities to get involved in Kalamazoo Loaves & Fishes.

The methods of dissemination for this strategy will include social media, print media, and personal interaction. This strategy is more direct in order to personally connect with students and inform them of the opportunities to contribute to Kalamazoo Loaves & Fishes. This strategy was selected because in order for students to get involved they need to be connected in ways that they will respond to. Successful nonprofits often use various outreach methods that allow the organization to create a meaningful connection with potential volunteers/donors. Additionally, highlighting how Kalamazoo Loaves & Fishes can benefit WMU students will help with getting students involved in this organization. This strategy supports all three of the objectives because it focuses on the three ways that students can get involved with KLF through the “Campus, Community, Connection” campaign.
The Campaign Plan - Tactics

Press Release - Kalamazoo Loaves & Fishes Bronco Day of Service (see Appendix C)

This press release will help get the word out about the Kalamazoo Loaves & Fishes Bronco Day of Service which will result in an increase in volunteer base. The press release supports the second strategy that focuses on connecting students with opportunities for involvement. This press release is aimed to target the campus media, specifically the Western Herald.

Press Release - Kalamazoo Loaves & Fishes Informational Sessions (see Appendix D)

This press release will share the mission of Kalamazoo Loaves & Fishes as well as details about the informational sessions for students and campus organizations. This tactic will assist with the second strategy in regards to connecting WMU students with opportunities to get involved at Kalamazoo Loaves & Fishes. This press release will be sent to the student newspaper, the Western Herald, in an effort to reach a wide range of students.

Poster - Kalamazoo Loaves & Fishes WMU Student Day of Service (see Appendix E)

The event poster will be used to support both strategies. This tactic will help advertise the Kalamazoo Loaves & Fishes Bronco Day of Service Event. The poster will be designed with WMU students in mind. The Bronco logo will be featured in the center of the poster alongside the KLF logo. The poster will display the date, time, and location of the event. Registration information will also be included on the poster. Additionally, the mission statement with contact and social media information for KLF will be incorporated. This poster will be displayed in print form and on television screens on Western Michigan University’s campus.
Poster - Informational Sessions (see Appendix F)

This poster is designed to promote the KLF Informational Sessions and will be aimed at grabbing the attentions of students on campus. Therefore, this tactic supports both strategies. The poster will be a visual aid to convey the Kalamazoo Loaves & Fishes Informational Session details. The poster will be displayed in print form and on television screens on campus to target Western Michigan University students. The design of this poster will include the Kalamazoo Loaves & Fishes logo along with key messages. Additionally, there will be the logistical details of the on-campus informational sessions. The poster will adhere to KLF brand guidelines. Also included on the poster will be the contact and social media information for KLF.

Social Media (see Appendix G)

This campaign will utilize social media to connect with students at Western Michigan University. The three platforms that will be used are: Twitter, Facebook, and Instagram. These social media platforms were chosen because they are frequently used among college age students. Additionally, these platforms can best share information about the mission of Kalamazoo Loaves & Fishes and information about how students can get involved. Although Kalamazoo Loaves & Fishes uses Facebook and Twitter, tailoring posts to WMU students and adding Instagram will help establish a link between students and KLF. This digital connection is one of the most important tactics in effectively connecting with millennials in college. A sample of social media posts that align with the campaign events is located in the appendix.

Media Advisory (see Appendix H)

The media advisory will consist of the logistical information in regards to the Kalamazoo Loaves & Fishes Bronco Day of Service event. The majority of this piece will be the who, what, where, and when information. Additionally, there will be the Kalamazoo Loaves & Fishes
contact information in the case there are questions from the media or the Western Michigan University community. The media advisory will allow media outlets and students to have access to the information they need in order to attend the event. This tactic includes both key messages and promotion of opportunities for involvement, thus supporting both strategies.

**Fact Sheet (see Appendix I)**

The fact sheet will feature Kalamazoo Loaves & Fishes’ mission, values, team, programs, and impact. This print media tactic will allow media outlets and WMU students to be able to learn more about Kalamazoo loaves & Fishes and how this nonprofit contributes to the Kalamazoo community. The fact sheet will go along with the media advisory when it is sent out, thus primarily supporting both strategies.

**Newsletter – WMU Student Section (see Appendix J)**

Although Kalamazoo Loaves & Fishes publishes a monthly newsletter, there is no area reserved for targeting Western Michigan University students. In an effort to increase engagement with students, a section of the newsletter will be reserved for connecting with students. This section would include a Student Spotlight as well a Student Organization Shout Out. These sections will highlight the contributions by students at WMU. Additionally, any upcoming events pertaining to students, such as the Kalamazoo Loaves & Fishes Bronco Day of Service, will be featured. This tactic will help convey the key messages as well as will help connect students to the organization opportunities, therefore will advance both strategies.

**Informational Session Presentation for WMU Students (see Appendix K)**

The informational session presentation will include information about the mission and impact of Kalamazoo Loaves & Fishes. It will also feature ways for Western Michigan University students to get involved with KLF. Specifically, the presentation will highlight
opportunities for individual volunteering, group volunteering, internships, and food drives. A PowerPoint presentation will accompany the oral presentation. The presentation will last fifteen to twenty-five minutes to allow time for questions. This tactic will educate students on the mission of KLF, highlight key messages, and will feature opportunities to get involved. In conclusion, this tactic contributes to both strategies.

**WMU Bronco Day of Service Invitation (see Appendix L)**

This invitation will be a semi-formal invite to the Kalamazoo Loaves & Fishes Bronco Day of Service. The invitation will contain logistical information about the event and a deadline for R.S.V.P. The event will be on November 4, 2016 from 9 a.m. to 5 p.m. The KLF Bronco Day of Service will be an all-day volunteer event at Kalamazoo Loaves & Fishes. There will be two-hour timeslots where students can go on a tour of KLF to learn about the organization and then participate in hands on volunteer work in the warehouse. The purpose of this event is to engage Broncos with Kalamazoo Loaves & Fishes in a way that will create buy-in for future engagement. The invitations will be simple in style and straightforward in content. The invitations will be mailed or emailed to individual students and organization presidents at Western Michigan University. This invitation includes key messages and shares information about the upcoming volunteer event. In summary, this tactic supports both strategies.

**Bronco Bash (see Appendix M)**

Bronco Bash is one of the largest annual events on Western Michigan University’s campus. The presence of Kalamazoo Loaves & Fishes at this event is important for establishing personal connection with WMU students. At this event KLF will have a booth run by staff or volunteers. The booth will have a poster board highlighting Kalamazoo Loaves & Fishes’ mission, values, and impact. On the table there will be flyers targeted to WMU students with
information on how to get involved with Kalamazoo Loaves & Fishes. This event supports the
direct outreach on campus promotion and presents opportunities to get involved. Therefore,
hosting a booth at Bronco bash supports both strategies.
Schedule and Budget
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<tr>
<td>4</td>
<td>5</td>
<td>Labor Day</td>
<td>First day of school at Western Michigan University</td>
<td>Send out KLF Information Session Press Release</td>
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<td>11</td>
<td>12</td>
<td>Chalk campus</td>
<td>Post KLF Information Session posters on campus</td>
<td>Tabling at the Flagpoles</td>
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<td>Tabling at the Bernhard Center</td>
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<td>KLF Information Session for WMU Students @ 2 p.m.</td>
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"Labor Day"
## October 2016

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<td>Tabling at the Flagpoles</td>
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<td>Post KLF Bronco Day of Service posters on campus</td>
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<td>Send out KLF Bronco Day of Service Press Release</td>
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<td>Halloween Tabling at the Bernhard Center</td>
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### Notes:
- Tabling at the Flagpoles
- Chalk campus
- Halloween
- KLF Information Session for WMU Students @ 2 p.m.
## November 2016

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## Budget

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<th>Amount</th>
<th>Unit Cost</th>
<th>Total Cost</th>
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<td>Press release for KLF Bronco Day of Service</td>
<td>1</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Press release for KLF Informational Sessions</td>
<td>1</td>
<td>$0.00</td>
<td>$0.00</td>
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<td>Poster for KLF Bronco Day of Service</td>
<td>100</td>
<td>$1.50</td>
<td>$150.00</td>
</tr>
<tr>
<td>Poster for KLF Informational Sessions</td>
<td>100</td>
<td>$1.50</td>
<td>$150.00</td>
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<tr>
<td>Social Media</td>
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<td>500</td>
<td>$0.00</td>
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<td>300</td>
<td>$0.00</td>
<td>$0.00</td>
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<tr>
<td>Invitation to KLF Bronco Day of Service (print)</td>
<td>100</td>
<td>$2.47</td>
<td>$247.00</td>
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<tr>
<td>Flyer for Bronco Bash</td>
<td>700</td>
<td>$0.25</td>
<td>$175.00</td>
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<td>Pen promo for Bronco Bash</td>
<td>250</td>
<td>$1.50</td>
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<td><strong>Total Cost of budget</strong></td>
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<td><strong>$1,097.00</strong></td>
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</table>
Evaluation Plan
After the campaign is over on November 12, 2016, another survey will be distributed to students at Western Michigan University. This survey will have similar questions to the initial survey that was sent out during the research portion of the campaign. This survey will be used to see if the goal and objectives have been met for. I will measure the campaign’s effectiveness by comparing the results from the second survey to the results from the initial survey. Additionally, I will add questions that will ask how the student heard about the opportunities for involvement at Kalamazoo Loaves & Fishes. The options will consist of the various tactics used in this campaign. This will help to identify the tactics that were most successful and least successful.

Tactics will be evaluated individually to determine their level of success. The KLF Bronco Day of Service will be evaluated based on the number of attendees. The attendance goal for the service event is 50 students. The goals for social media are divided by each platform. The goal for Twitter is to have 10 interactions (favorites or re-tweets) per tweet targeted at students. The goal for Instagram is to have 15 interactions (likes or comments) per post targeted at students. Another goal for Instagram is to have 100 followers. The goal for Facebook is to have 10 interactions (likes, comments, or shares) per post targeted at students. The goal for the newsletter with student focus is to have 100 subscribers that are WMU students. The media advisory and fact sheet will be send out to local media including, News3, Mlive, the Western Herald, and WKFR. The goal is to have these media outlets run a story about Kalamazoo Loaves & Fishes at least once during the campaign. The invitations will be sent by mail to 100 students and by email to 300 students, to ensure that the service event reaches the attendance goal. The campus presentation will be designed to boost awareness of opportunities for involvement at Kalamazoo Loaves & Fishes among the student population. There will be a total of four presentations about Kalamazoo Loaves & Fishes. The success of these presentations will be
evaluated on post-presentation surveys. These surveys will be very short and will primarily address awareness of opportunities before and after the presentation. Finally, the goal for Bronco Bash is to give away all flyers and promotional pens to WMU students during the event. If the specified awareness goals are met the campaign will be considered successful.
Conclusion
After conducting research, I concluded that there is currently not a high number of Western Michigan University students involved in Kalamazoo Loaves & Fishes. This public relations campaign was created to build a positive partnership between KLF and the students. The campaign will last from September 9, 2016 to November 11, 2016. The primary goal for this campaign is to increase mission awareness and awareness of existing involvement opportunities among Western Michigan University students.

Some major strengths of this campaign would be that it is a relatively low budget campaign that focuses of direct ways to reach students. This campaign selects tactics that students will likely best respond to and explains how each could be put into practice. A potential weakness of this campaign is that the main event is off-campus and transportation is not provided. This may turn some students off from participating depending on their transportation situation. In conclusion, the “Campus, Community, Connection” campaign was designed to increase awareness, and if executed correctly this campaign could have a positive impact on Kalamazoo Loaves & Fishes.
Appendix
Appendix A

Survey 1

Kalamazoo Loaves & Fishes Survey

What year are you at Western Michigan University?

- 1\textsuperscript{st} year student
- 2\textsuperscript{nd} year student
- 3\textsuperscript{rd} year student
- 4\textsuperscript{th} year student
- 5\textsuperscript{th} year student+

What is your student status at Western Michigan University?

- Full time student at Western Michigan University
- Part time student at Western Michigan University

Which best describes your living situation?

- I live on WMU’s campus in a residence hall or apartment
- I live off campus in Kalamazoo
- I live outside of Kalamazoo
- I am homeless
- Other

Do you have a car?

- Yes
- No

Do you utilize public transportation?

- Always
- Frequently
- Sometimes
- Rarely
- Never

Have you heard of Kalamazoo Loaves & Fishes?

- Yes
- No
Are you familiar with the mission of Kalamazoo Loaves & Fishes?

- Yes
- No

Are you familiar with the programs that Kalamazoo Loaves & Fishes offers?

- Yes
- No

Have you volunteered at Kalamazoo Loaves & Fishes?

- Yes
- No

Have you donated (food or money) to Kalamazoo Loaves & Fishes?

- Yes
- No

Have you received support from any of Kalamazoo Loaves & Fishes’ programs?

- Yes
- No

Have you volunteered in the past 6 months?

- Yes
- No

If you knew more about Kalamazoo Loaves & Fishes would be inclined to volunteer at KLF?

- Yes
- No

Have you donated to a nonprofit organization in the past 6 months?

- Yes
- No

If you knew more about Kalamazoo Loaves & Fishes would be inclined to donate to KLF?

- Yes
- No
Have you received support from a food pantry, soup kitchen, or other food assistance program in the past 6 months?

- Yes
- No

If you knew more about Kalamazoo Loaves & Fishes would you be inclined to receive support from any of the programs that KLF offers?

- Yes
- No
Appendix B

Survey Results

Kalamazoo Loaves & Fishes Survey Results

<table>
<thead>
<tr>
<th>Questions</th>
<th>1st year 19/80</th>
<th>2nd year 18/80</th>
<th>3rd year 24/80</th>
<th>4th year 15/80</th>
<th>5th year+ 4/80</th>
</tr>
</thead>
<tbody>
<tr>
<td>What year are you at Western Michigan University?</td>
<td>Full time student at Western Michigan University 80/80</td>
<td>Part time student at Western Michigan University 0/80</td>
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<tr>
<td>What is your student status at Western Michigan University?</td>
<td>I live on WMU’s campus in a residence hall or apartment 29/80</td>
<td>I live off campus in Kalamazoo 49/80</td>
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<td>Which of the following best describes your living situation?</td>
<td>Yes 62/80</td>
<td>No 18/80</td>
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<tr>
<td>Do you have a car?</td>
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Results

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<th>Questions</th>
<th>1st year 19/80</th>
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<th>3rd year 24/80</th>
<th>4th year 15/80</th>
<th>5th year+ 4/80</th>
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<tr>
<td>Do you utilize public transportation?</td>
<td>Always 3/80</td>
<td>Frequently 14/80</td>
<td>Sometimes 14/80</td>
<td>Rarely 28/80</td>
<td>Never 21/80</td>
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<tr>
<td>Have you heard of Kalamazoo Loaves &amp; Fishes</td>
<td>Yes 56/80</td>
<td>No 24/80</td>
<td>Yes 32/80</td>
<td>No 48/80</td>
<td>Yes 18/80</td>
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<tr>
<td>Are you familiar with the mission of Kalamazoo Loaves &amp; Fishes?</td>
<td>Yes 32/80</td>
<td>No 48/80</td>
<td>Yes 18/80</td>
<td>No 62/80</td>
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<tr>
<td>Have you volunteered at Kalamazoo Loaves &amp; Fishes?</td>
<td>Yes 14/80</td>
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<tr>
<td>Have you donated (food or money) to Kalamazoo Loaves &amp; Fishes?</td>
<td>Yes 14/80</td>
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<tr>
<td>Have you received support from any of Kalamazoo Loaves &amp; Fishes’ programs?</td>
<td>Yes 0/80</td>
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<tr>
<td>Have you volunteered in the past 6 months?</td>
<td>Yes 62/60</td>
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<tr>
<td>Have you donated to a nonprofit organization in the past 6 months?</td>
<td>No 66/80</td>
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<td>Have you received support from a food pantry, soup kitchen, or other food assistance program in the past 6 months?</td>
<td>No 80/80</td>
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<td>Have you received support from any of the programs that KLF offers?</td>
<td>No 18/60</td>
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<tr>
<td>If you knew more about Kalamazoo Loaves &amp; Fishes would be inclined to volunteer at KLF?</td>
<td>Yes 69/80</td>
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<tr>
<td>Have you donated to a nonprofit organization in the past 6 months?</td>
<td>Yes 56/80</td>
</tr>
<tr>
<td>If you knew more about Kalamazoo Loaves &amp; Fishes would be inclined to donate to KLF?</td>
<td>Yes 47/80</td>
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<tr>
<td>Have you received support from a food pantry, soup kitchen, or other food assistance program in the past 6 months?</td>
<td>Yes 1/80</td>
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<td>If you knew more about Kalamazoo Loaves &amp; Fishes would you be inclined to receive support from any of the programs that KLF offers?</td>
<td>Yes 23/80</td>
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<tr>
<td>Have you received support from any of the programs that KLF offers?</td>
<td>No 11/80</td>
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<tr>
<td>Have you received support from a food pantry, soup kitchen, or other food assistance program in the past 6 months?</td>
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<td>Have you received support from any of the programs that KLF offers?</td>
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<td>Have you received support from any of the programs that KLF offers?</td>
<td>No 79/80</td>
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<tr>
<td>Have you received support from any of the programs that KLF offers?</td>
<td>No 57/80</td>
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FOR IMMEDIATE RELEASE
October 25, 2016

KALAMAZOO LOAVES & FISHES HOSTS BRONCO DAY OF SERVICE FOR STUDENTS AT WESTERN MICHIGAN UNIVERSITY

KALAMAZOO, Mich (October 25)- Kalamazoo Loaves & Fishes is hosting Western Michigan University students for an exclusive student volunteer event. The Bronco Day of Service will take place at KLF on November 4, 2016 beginning at 9 a.m.

Two-hour volunteer shifts available for students to sign up for on the organization’s website, listed below. This event is open to individual students and student groups at WMU. Volunteers will also be able to receive a tour of the facility during their time slot.
“We are excited to host our first Bronco Day of Service,” said Executive Director, Jennifer Johnson. “This is an excellent way for our organization to connect the students at Western Michigan University with the service opportunities at Kalamazoo Loaves & Fishes.”

The mission of Kalamazoo Loaves & Fishes is to feed hungry people and engage the community in the fight to end hunger. KLF’s largest program, the Grocery Pantry Program, serves approximately 700 individuals every day. Forty percent of the people served by our Grocery Pantry Program are under the age of 18.

The link to register for this event is, www.kzoolf.org/broncodayofservice. For more information on the KLF Bronco Day of Service please contact Elizabeth Blasko at (123)-456-7890 or email her at elizabeth@kzoolf.org.

####
FOR IMMEDIATE RELEASE

September 7, 2016

OPPORTUNITIES AT KALAMAZOO LOAVES & FISHES FOR WESTERN MICHIGAN UNIVERSITY STUDENTS

KALAMAZOO, Mich (September 7)- Kalamazoo Loaves & Fishes is visiting Western Michigan University to host informational sessions for students. The KLF Informational Sessions take place every other Friday at 2 p.m. in Bernhard Center room 157 beginning on September 16, 2016.

The informational sessions will educate students on the mission and impact of Kalamazoo Loaves & Fishes. They will also highlight opportunities to get involved including volunteering, interning, and hosting a food drive.
“We really want to connect with our community members at WMU,” said Volunteer Coordinator, Cherise Buchanan. “Hosting these sessions will allow us to build personal relationships with students at WMU that will hopefully get them excited about contributing their time and talent to this organization.

The mission of Kalamazoo Loaves & Fishes is to feed hungry people and engage the community in the fight to end hunger. KLF’s largest program, the Grocery Pantry Program, serves approximately 700 individuals every day. Forty percent of the people served by our Grocery Pantry Program are under the age of 18.

All informational sessions are free and open to all students at Western Michigan University. The last session of the semester will be on October 28, 2016.

Visit www.kzoolf.org/WMUinfosessions for more information on the upcoming informational sessions.

Direct any questions to Elizabeth Blasko at (123)-456-7890 or email her at elizabeth@kzoolf.org.

###
Appendix E

Kalamazoo Loaves & Fishes Bronco Day of Service Poster

Kalamazoo Loaves & Fishes
Bronco Day of Service

Join your fellow Broncos to give back to the community on this day of service! Students can receive up to two community service hours at this event and will also receive a tour of Kalamazoo Loaves & Fishes!

Mission: Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.

November 4, 2016
9 a.m. – 5 p.m.
901 Portage Street, Kalamazoo, MI 49001
RSVP for a time slot at www.kzoolf.org/broncodayofservice

Connect with us on Social Media!
@KzLoavesFishes
@KzLoavesFishes
Kalamazoo Loaves and Fishes
Appendix F
Kalamazoo Loaves & Fishes Informational Session Posters

Kalamazoo Loaves & Fishes
Informational Sessions

Join Kalamazoo Loaves & Fishes on campus to learn more about how YOU can get involved in the fight against hunger!

Volunteer • Intern • Host a food drive

Session dates:
September 16th and 30th at 2 p.m.
October 14th and 28th at 2 p.m.

All sessions are in Bernhard Center room 157
For more information, visit www.kzoollf.org/WMUinfosessions

Connect with us on Social Media!
@KzoLoaveFishes
@KzoLoaveFishes
Kalamazoo Loaves and Fishes
Appendix G

Social Media

Twitter – Sample Tweets

- Calling all WMU students! Join us for the KLF Bronco Day of Service of November 4th!
  www.kzoolf.org/broncodayofservice

- Looking for service opportunities for your student organization? Contact Cherise, cherise@kzoolf.org, to set up a group volunteer event!

- WMU students – join us today at 2 p.m. in room 157 of the Bernhard Center to learn more about how YOU can get involved at KLF!

- We are now hiring summer interns! Visit www.kzoolf.org/internships to apply!
  #internship #WMU

Instagram – Sample Post

- Happy Western Wednesday! We are headed to Western Michigan University’s campus this Friday to host an informational session. Join us at 2 p.m. in Bernhard Center room 157 to learn about how you can get involved in the fight against hunger!
Attention college students, we are now accepting applications for summer internships!

Internships are available to students in a variety of academic disciplines. Check out website for additional details - [www.kzoolf.org/internships](http://www.kzoolf.org/internships).
Appendix H

Media Advisory

KLF Bronco Day of Service

What: The Kalamazoo Loaves & Fishes Bronco Day of Service is a volunteer event specifically for Western Michigan University students. This all day event offers two-hour time slots for individuals and student groups. WMU student volunteers will get a tour of Kalamazoo Loaves & Fishes so that they can learn more about the work that KLF does. To sign up for a time slot, go to www.kzoolf.org/broncodayofservice.

When: November 4, 2016, 9:00 a.m. – 5:00 p.m.

Where: 901 Portage Street, Kalamazoo, MI 49001

Organizers: Kalamazoo Loaves & Fishes Volunteer Coordinator, Cherise Buchanan

About KLF: Kalamazoo Loaves & Fishes was organized in 1982 by several downtown churches concerned about increasing requests from people for food assistance. The congregations joined together to share resources and create an organized response to local hunger and formed Kalamazoo Loaves & Fishes. Over the years, the number of congregations increased and the food distribution sites expanded also and although the Grocery Pantry Program is still the largest of our programs, KLF works with others to provide prepared meal support, senior commodity programs, agency food support, food packs for kids, and other community food programs. KLF is the largest charitable food distribution system in Kalamazoo County.

Contact: Account Executive
Elizabeth Blasko, (123) 456-7890
elizabeth@kzoolf.org
Appendix I

Fact Sheet

Kalamazoo Loaves & Fishes

Who We Are

- Kalamazoo Loaves & Fishes is a 501(c)(3) Non-Profit Charitable Organization.
- **Mission:** Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.
- **Values:** Respect, Diversity & Inclusion, Stewardship & Accountability, Integrity, Collaboration, Urgency, Service.

What We Do

- **Grocery Pantry Program:** Kalamazoo Loaves & Fishes distributes food at 23 Grocery Pantry Sites throughout Kalamazoo County. Individuals can self-declare need every 30 days. People in need of food assistance can call the “Need Food” line at 343-FOOD (3663) to request same day service. The call-center is open Monday thru Friday from 9 a.m.-1 p.m.
- **Mobile Food Initiative:** The goal of this program is to get additional supplies of grocery assistance into the hands of people who need it within Kalamazoo County. Food is distributed on a first come first served basis. This is a partnership with the Food Bank of South Central Michigan.
- **Weekend Food Pack Program:** Children enrolled in this program leave school on Friday afternoon with a weekend food pack. There is enough food in the pack to cover breakfast and lunch for that child during the weekend hours when other food options may be scarce. This is a partnership with Communities in Schools.
- **Commodity Supplemental Food:** This program helps get additional food resources into the hands of local seniors.
- **Meals Support Program:** This program provides meals to vulnerable populations of people like those that are homeless, homebound, or in some sort of transitional housing.

For $1 Kalamazoo Loaves & Fishes can feed someone breakfast, lunch, and dinner.

**Contact Information**

**Address:**
901 Portage Street,
Kalamazoo, MI 49001

**Phone:**
(269) 488-2617

**Website:**
[www.kzoolf.org](http://www.kzoolf.org)

The Grocery Pantry Program serves approximately 700 individuals every day.
Student Spotlight

Meet Austin Johnson, student at Western Michigan University. Johnson loves to volunteer in the warehouse. He brings his enthusiasm to Kalamazoo Loaves & Fishes on a weekly basis. Johnson, 21, is a senior studying Journalism. He started volunteering at Kalamazoo Loaves & Fishes after going on a service trip with his service learning class.

When he's not giving his time, Johnson enjoys running marathons, traveling and watching football. Johnson believes that the services that Kalamazoo Loaves & Fishes provides are what set it apart from other organizations.

"My favorite part of volunteering at Kalamazoo Loaves & Fishes is seeing the impact that this organization has on the community," said Johnson.

Student Organization Shout Out

This month we are giving a shout out to the Western Student Association! WSA is the student government at Western Michigan University. These students hold weekly meetings to discuss problems on campus and work towards solutions to bettering the community. Each month they volunteer their time to an organization and for the month of September, they chose us! During their visit these students enjoyed a tour of our facility and then spent the remainder of the day making food packs for the Weekend Food Pack Program. Thank you, WSA!

Does your student organization want to set up a volunteer event at Kalamazoo Loaves & Fishes? Contact Volunteer Coordinator, Cherise Buchanan at chersie@kzoolf.org.

Kalamazoo Loaves & Fishes Bronco Day of Service

Calling all Western Michigan University students! We are hosting a volunteer event specifically for Western Michigan University students. The event will take place on November 4, 2016 from 9 a.m. to 5 p.m. at Kalamazoo Loaves & Fishes. Interested students can sign up for two-hour volunteer shift on our website. Student organization groups of 10-15 can choose to takeover a volunteer shift. Additionally, volunteers will receive a tour of the facility during their visit. Sign up for your shift today at www.kzoolf.org/broncodayofservice.
Appendix K

Informational Session Presentation for WMU Students

Mission

Kalamazoo Loaves & Fishes will feed hungry people and engage our community in the fight to end hunger.
The Facts

• 1 in 6 people and 1 in 5 children in Kalamazoo County struggle with hunger on a daily basis.

• Vulnerable populations, including thousands of local children and seniors, are faced with hunger on a daily basis. In Kalamazoo County, 41% of people are unable to keep up with the cost of living due to unemployment or underemployment.

• Our largest program, the Grocery Pantry Program, serves approximately 700 individuals every day, up to 1000 individuals on very busy days. Forty percent of the people served by our Grocery Pantry Program are under the age of 18.

Impact

“Things aren’t always easy, but having an organization like Kalamazoo Loaves & Fishes here for us is just amazing and takes away a lot of the anxiety of everyday life. Knowing you will have food on the table - I don’t know how to describe that relief.”

“Some of my coworkers found out I was going to Loaves & Fishes for food. When management found out, I was given a raise so I could afford to purchase me own food.”

“I felt like I was constantly under a microscope. I felt trapped. That feeling of failure, of feeling responsible for that failure, is horrible. The volunteers at KLF were so kind and so helpful. It was a relief to have that resource when and if I needed it.”
Programs

- **Grocery Pantry Program** - Kalamazoo Loaves & Fishes distributes food at 23 Grocery Pantry Sites throughout Kalamazoo County. Individuals can self-declare need every 30 days. People in need of food assistance can call the “Need Food” line at 343-FOOD (3663) to request same day service. The call-center is open Monday thru Friday from 9 a.m.-1 p.m.

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Programs

- **Weekend Food Pack Program** - Children enrolled in this program leave school on Friday afternoon with a weekend food pack. There is enough food in the pack to cover breakfast and lunch for that child during the weekend hours when other food options may be scarce. This is a partnership with Communities in Schools.

- **Commodity Supplemental Food** - This program helps get additional food resources into the hands of local seniors.

- **Meal Support Program** - This program provides meals to vulnerable populations of people like those that are homeless, homebound, or in some sort of transitional housing.
Grocery Pantry Program

• To receive services from the Grocery Pantry Program all individuals have to do is self-declare need every thirty days.
• Call the “Need Food” line at 343-FOOD (3663).
• If an individual needs additional support, they can get a referral from a caseworker.
• There are 23 sites across Kalamazoo County and a main location at Kalamazoo Loaves & Fishes. These sites are set up like miniature grocery stores.
• At the pantry, individuals choose items from the nutritional categories of protein, fruits and vegetables, and grains. From these categories the individual will receive four days’ worth of food for each member of their family.

How can you help?

• Volunteer
• Intern
• Host a Food Drive/Fundraiser
Volunteer

- KLF needs volunteers like YOU!
- Volunteer positions include:
  - Pantry Volunteer
  - Special Events Volunteer
  - Call Center Volunteer
  - Receptionist
  - Warehouse Greetor
  - Clean Room
  - Gleaner
  - Picker
  - Second Saturday
  - Warehouse Driver
- Volunteers must complete an orientation
- Applications are available at www.kzoolf.org/volunteer

Group Volunteering

- Volunteer groups are typically limited to 10 or more volunteers at a time (more may be accommodated at one time with sufficient notice).
- Typical volunteer hours are Monday through Friday between 9 a.m. and 3 p.m.
- If you are interested in any of the above volunteer positions, or have a general question about volunteering, please contact Cherise Buchanan, Volunteer Coordinator, at 269.488.2617 ext. 209 or Email Cherise at cherise@kzoolf.org
Intern

- KLF seeks interns from all academic disciplines
- Interns will gain hands on experience in the field, up to twenty hours a week, and a letter of recommendation upon completion
- Internships may count for academic credit at Western Michigan University
- Interns must commit for a minimum of one semester, with the option for extension
- Applications are available at www.kzoolf.com/internships

Food Drive/Fundraiser

- For $1 Kalamazoo Loaves & Fishes can feed someone breakfast, lunch, and dinner.
- A food drive is a fun and easy service event!
- Food Drive Kit - http://kzoolf.org/food-drive-kit-2/
- Request Barrels - http://kzoolf.org/food-barrel-request/
Questions?

Thank you!

KALAMAZOO
LOAVES & FISHES
Promoting a Hunger-Free Community Since 1982
Appendix L

Kalamazoo Loaves & Fishes Bronco Day of Service Invitation

Dear ________________.

You are invited to participate in the Kalamazoo Loaves & Fishes Bronco Day of Service event on November 4, 2016. One in six people and one in five children in Kalamazoo County struggle with hunger on a daily basis. Kalamazoo Loaves & Fishes works to combat these statistics. The mission of Kalamazoo Loaves & Fishes is to feed hungry people and engage the community in the fight to end hunger. Our largest program, the Grocery Pantry Program, serves approximately 700 individuals every day, up to 1000 individuals on very busy days. Forty percent of the people served by our Grocery Pantry Program are under the age of 18. Join us at this special event to learn more about the impact we have in the community and to contribute your time to our mission.

The event will begin at 9 a.m. at Kalamazoo Loaves & Fishes. There will be two-hour volunteer shifts available for individuals. Students groups may also do a shift takeover and volunteer together. Please RSVP using the following link www.kzoolf.org/broncodayofservice. I hope that you are able to join us for the Bronco Day of Service!

Sincerely,

Cherise Buchanan
Volunteer Coordinator
Kalamazoo Loaves & Fishes
Appendix M

Bronco Bash

Kalamazoo Loaves & Fishes will register for Bronco Bash during the summer of 2016. To prepare for this event 700 quarter page flyers will need to be printed. These flyers will be miniature versions of the two large posters. Additionally, 250 promotional pens will be ordered to pass out along with the flyers. A tablecloth and display board will also be brought to the site for the event. To run the booth staff or volunteers will sign up for two hours shifts. There will be a minimum of two staff volunteers at the booth at all times.
References
