



Partner Benefits Marketing Plan Overview

rmhcbayarea.org/feed-the-love-oakland

PURPOSE: Promote local Oakland food service businesses who are donating monthly meals to alleviate food insecurity experienced by patients and families in the UCSF Benioff Children's Hospital Oakland system.

Organic Social Media – Featured Posts

Every meal partner will be included in a featured post, which are published weekly on Tuesdays (6 a.m. and 1 p.m.). Each meal provided earns a shoutout for your service.

Featured posts will include:

- Photo(s) of the meal you provided to the families at the hospital
- Direct link to your preferred content, e.g., menu, Doordash, website, phone, etc.
- Call-to-action for our audience to support your partnership with their patronage

Paid Social Media – Facebook & Instagram Ads

Monthly meal partners will benefit from paid ads, designed and funded by RMHC Bay Area's marketing team. Paid ads will target: Oakland, Berkeley, Alameda residents who meet the following criteria:

- People with families who enjoy trying new food
- People with income to order-in/take-out
- People who care about the community and helping people whose interests include: social issues, community support, food blogs, music, fashion
- Example of desired target: Mom who lives in Oakland Hills who cares about social justice and helping others.

Publishing Details: Monthly meal partners will be included in our monthly Feed the Love Oakland advertising campaigns. We will run one ad per month for five days. Ads will feature each monthly meal partner, including:

- Your logo, and photo(s) of the meal you provided to the families at the hospital
- Call-to-action for our audience to order from your restaurant and/or provide a YELP review
- A link to our Feed the Love Partner page where they can order from you

Media/Storytelling – Local news, RMHC eNews & blog

- *Local Media:* RMHC Bay Area will pitch monthly story ideas to local media (example)
- *eNews/Blog:* As part of its regular storytelling and impact sharing content calendars, RMHC Bay Area will develop Feed the Love news to share with 20,000+ email subscribers

Print/In-Store Promotions – Posters & Quarter Fliers

- Partners will receive a 18"x24" window poster
- Upon request, partners will receive ¼ flier to include in to-go bags
- Other print materials will be developed to support in-store efforts, e.g., Round Up

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