

MLive Grant Program Comes at a Critical Time

In the past, Food Bank of Eastern Michigan had isolated their advertising campaign to a holiday donor acquisition effort. With mild print and digital campaigning and the insertion of a donor envelope inserted into the newspapers published for the counties they serve, this effort generated much-needed funds at a critical time for the organization.

But in 2020, MLive.com released a matching grant program, which made a branding and awareness campaign possible as an expansion of the original program.

MOST YEARS

- Print
- Digital
- Envelope Insertion

IN 2020

Awareness Campaign:

- Sponsor Content Featuring Organizational Impact
- Digital
- Print
- Social Card Display Ads
- 2 Videos

Holiday Campaign:

- Print
- Digital
- Envelope Insertion

Using video, social display, and print to brand the organization and remind residents of the organization's impact on hunger in the area, Food Bank of Eastern Michigan was able to provide brand recall for their efforts when the call for donations came. The story was told in print, within sponsor content on the area's top website for news and information. All of these components functioned as one to drive understanding of the problem and position Food Bank as the solution.



"...WE EXCEEDED LAST YEAR'S TOTALS IN EVERY MARKET AND RAISED JUST UNDER \$47,000 BETWEEN ALL THREE MARKETS. LAST YEAR, WE RAISED ABOUT \$38,000."

Food Bank of Eastern Michigan is always looking for new partner organizations. 501(c)(3) non-profits that are capable of providing emergency food support can call its Outreach Department at 810-239-4441 to get involved. Families in need can find a food pantry or learn more by contacting the Food Bank of Eastern Michigan.

