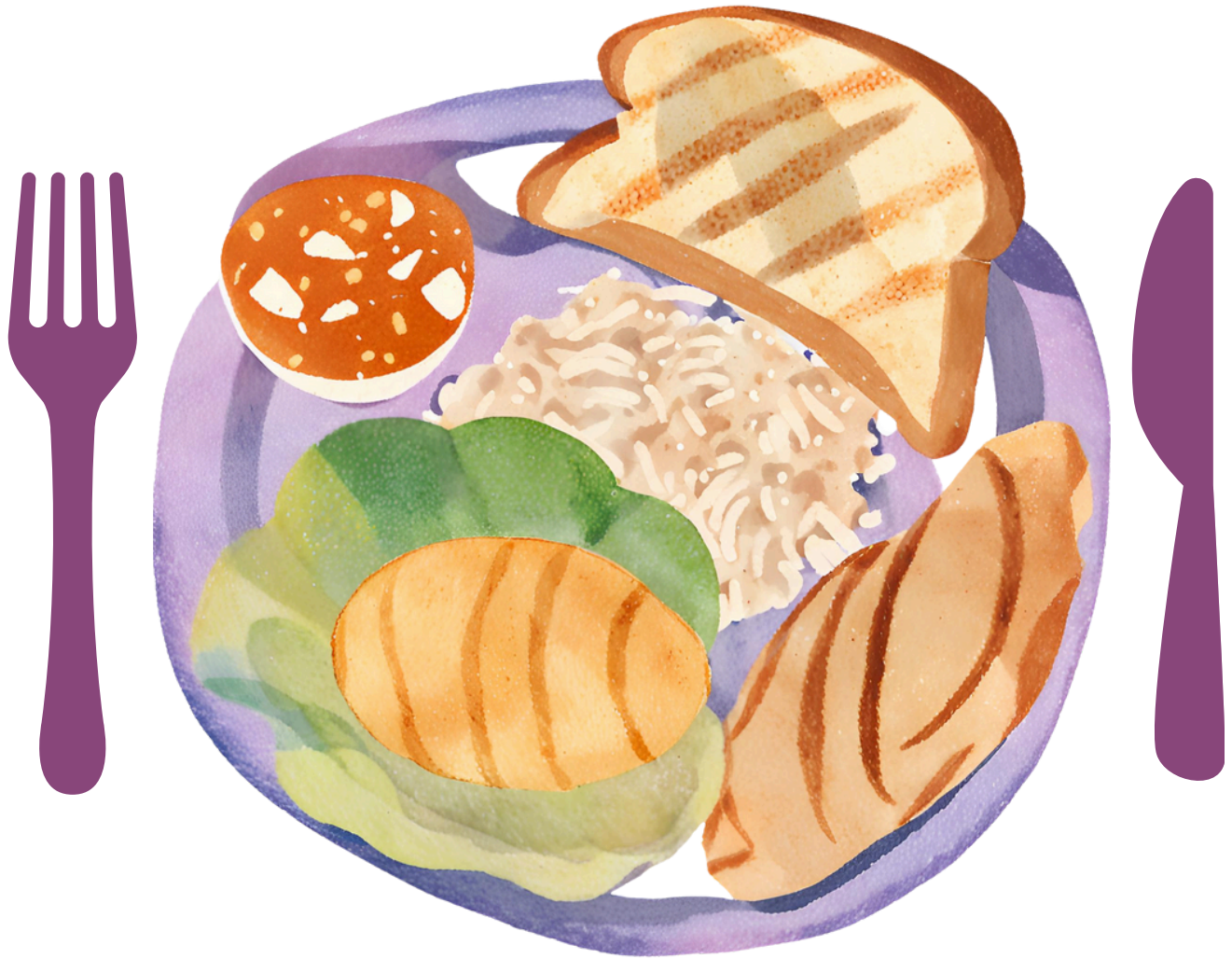


PNW Plateful
THE FULL PLATE
Campaign Proposal



GEMINI
Communications

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PROJECT NARRATIVE

Introduction

Gemini Communications strives to create comprehensive, effective PR solutions tailored specifically to our clients' needs. We hold ourselves to high standards of professionalism, communication and dedication to our work.

In a partnership with PNW Plateful, we would work hard to promote PNW Plateful's mission to enhance and enable healthy lives by providing and championing the importance of good nutrition for all people of all ages, through the education about, and the selection, production, and delivery of wholesome and delicious food.

Gemini Communications has identified key PR objectives to most effectively support PNW Plateful. We have developed a comprehensive PR campaign proposal, titled The Full Plate, consisting of three main strategies: social media, traditional media and donor relations. All strategies and tactics are supported by a May 2024 survey of 100 people (p. 71).

The Full Plate campaign is designed to creatively meet our objectives, all while considering PNW Plateful's financial and staffing resources.

Objectives

Background

Through client meetings, we've identified PNW Plateful's key interests, as well as financial and staffing limitations for the campaign.

We understand that PNW Plateful is in need of financial donations to offset the cost of producing meals and to expand services in the future. PNW Plateful is not interested in ingredient donations or volunteer recruitment, as the current staff is already working at maximum capacity and does not have the time or resources to coordinate donations or train volunteers.

For these reasons, The Full Plate campaign is focused on promoting both private donations and city grants by spreading awareness of PNW Plateful's work fighting food insecurity in Whatcom County. We've also identified strategies to cultivate repeat private donors.

Survey data revealed that 9.1% of respondents have heard of PNW Plateful and only 3.4% have a clear understand of the organization's work. However, over 50% of respondents are most likely to donate to hunger relief nonprofits compared to other nonprofits. The majority of people surveyed also agree that food insecurity is a pressing issue in Whatcom County. The Full Plate campaign will target demographics most likely to support hunger relief efforts through a variety of social media, traditional media and donor relations tactics.

We realize that PNW Plateful is limited in its resources to conduct a PR campaign. The Full Plate campaign proposal is designed to creatively meet PNW Plateful's fundraising goals while placing a minimal financial and time burden on the organization and its staff.

Below, we've compiled a list of attainable, measurable objectives for Gemini Communications' campaign proposal:

- **Double awareness of PNW Plateful from 10% to 20% by June 2025**
- **Aim for three news/radio clips per year, goal should be increased proportionally as PNW Plateful grows**
- **Increase annual funds raised by 30% in the next three years**
- **Cultivate relationships with 5 top repeat donors in the next three years**

Evaluation

Progress made on objectives should be evaluated yearly. Public awareness is best measured by a survey or social media poll. Aim for at least 100 respondents, but more data is always better, especially as PNW Plateful grows and expands its reach.

News clips and radio air time can be counted easily. It is crucial to keep close track of donations to measure growth. In financial evaluations, we recommend recording amounts of private one-time donors as well as repeat donors in order to identify top donors to reach out to in donor relations efforts.

Target Audience

The Full Plate campaign has identified a target audience of people using she/her pronouns over the age of 35, as these demographics are most likely to donate to nonprofits, according to survey data. While higher income households are statistically more likely to donate more money, lower income households are more likely to support hunger relief nonprofits, specifically. For these reasons, The Full Plate campaign's target audience does not distinguish annual household income.

By directing outreach efforts towards people using she/her pronouns over the age of 35, The Full Plate campaign will spread awareness, and ultimately raise money, most effectively.

Strategies

The Full Plate campaign consists of three main strategies: social media, traditional media and donor relations. Each strategy consists of several tactics backed by survey data. More information about the strategies and their respective tactics can be found in the Plan of Action section, beginning on page 16. Example PR materials to accompany the strategies can be found beginning on page 31.

Social Media

Gemini Communications has created a social media guide (p. 44) tailored to help meet The Full Plate campaign's objectives, while keeping in mind PNW Plateful staff's time constraints. The social media guide outlines best practices, posting elements and a recommended posting schedule. The social media guide is designed to help reach target audiences based on survey research.

Along with the social media guide, Gemini Communications has designed a sample **Facebook post** and easy-to-use blank post templates for PNW Plateful's use (p. 31-32). Maintaining a social media presence is crucial to spreading awareness and gaining traction in the community.

Survey data found that 51% of respondents get information about nonprofits and 83% get information about community events from social media. Instagram and Facebook are the most commonly used platforms to get information about the community. People over the age of 65 are overwhelmingly more likely to use Facebook than any other age demographic, while younger people are more likely to use Instagram, TikTok and X (formerly known as Twitter).

Social media is a powerful, low-cost tool to spread information about both nonprofits and community events. By maintaining a consistent presence on social media, PNW Plateful will spread its message to the community and promote events more effectively. Gemini Communications recommends using both Facebook and Instagram to reach all age demographics, though efforts can be focused on Facebook to reach the target audience. Posts can also be reused across platforms, though minor formatting edits should be made.

Traditional Media

While social media acts as a low-cost catch-all platform for spreading information, traditional media can be more effective in some uses. Gemini Communications has developed several independent tactics with accompanying PR materials, all found within the encompassing traditional media strategy.

Flyers

On page 33, see **sample flyer templates** developed by Gemini Communications for PNW Plateful. Flyer templates are designed to use minimal color in order to save on printing costs while maintaining PNW Plateful branding. Flyer templates are intended to be filled out with relevant information to promote events and other fundraising opportunities and can easily be edited to suit PNW Plateful's needs.

Survey data found that respondents overwhelmingly find out about community events through physical flyers and posters. Fundraising events should be promoted through physical flyers posted in community spaces.

Radio PSA

On page 38, read a reusable **30-second radio PSA** script intended to spread awareness of PNW Plateful's work. On page 39, we've compiled a list of local radio stations offering free air time, along with tips on how to submit a request for air time at each station.

According to survey data, radio is an effective way to reach older age groups and people outside of Bellingham. Radio PSAs will be an effective low-cost, low-effort tactic to reach target audience members who do not use social media. Reaching people outside of Bellingham will help support PNW Plateful's long-term goal to expand the scope of its services in the future.

Press Release Template

According to our meetings with client representatives, PNW Plateful has seen an uptick in engagement and donations following news media coverage in the past. To encourage continuing press coverage, our team has created a reusable **press release template** (p. 40), to be filled out with relevant information about future PNW Plateful events and/or other newsworthy achievements or developments.

The template is complete with PNW Plateful branding elements, contact information and boilerplate (also known as the "about us" section). We've included examples for an imaginary event throughout the template for PNW Plateful's reference when filling out the template.

At the end of the document, we've provided a list of additional event ideas with a short description of each, contact information for local news outlets and information about advertisement costs.

Newspaper advertisements can be affordable, especially at publications that offer discounts for nonprofits, like Cascadia Daily News. Keep in mind that submitting press releases is free, but there is no guarantee that stories will be covered or published. Advertisements do cost money, but they guarantee coverage.

Donor Relations

In Partnership With Calypso Kitchen

PNW Plateful has the unique opportunity to use partner business Calypso Kitchen's established presence to promote awareness of PNW Plateful. Survey respondents were three times more likely to be familiar with Calypso Kitchen than PNW Plateful, which leads Gemini Communications to believe that promoting PNW Plateful through Calypso Kitchen will be an effective outreach strategy.

We've identified two tactics in partnership with Calypso Kitchen to both encourage new donors and cultivate repeat donor relationships.

Promotional Materials

Gemini Communications has designed a 2-inch-diameter circular **sticker** (p. 36) and a double-sided 4-by-6-inch **thank you card** (p. 35) with a placeholder spot for a QR code linking to PNW Plateful's website or digital donation site. These materials are intended to be distributed with every catering order. Thank you cards can be laid out at catering events, handed out by catering staff or distributed to Calypso Kitchen customers by mail, depending on the logistics of the catering event. Stickers can be distributed to customers at catering events or applied to catering materials.

According to our survey, people using she/her pronouns, people aged 35-64 and higher-income individuals were the most likely to be familiar with Calypso Kitchen and to have used its services in the past. With the exception of individuals aged 65 and above, these demographics reflect The Full Plate campaign's target audience. Promoting PNW Plateful through Calypso Kitchen is a relatively low-effort strategy to reach our target audience.

Donor Event Guide

In meetings with PNW Plateful representatives, our team learned that most private donations come from one-time donors. While the main focus of The Full Plate campaign is rallying new donors, encouraging previous one-time donors to become repeat donors is an important tactic that cannot be overlooked.

In order to express gratitude for donors and cultivate relationships with repeat donors, Gemini Communications suggests hosting donor dinners catered by Calypso Kitchen. We've developed a comprehensive **donor dinner guide** (p. 60) that lays out the logistics of these events, as well as questions to consider when planning a donor dinner. The document also includes an example itinerary for a dinner party event.

Donor events will raise money for, and awareness of, PNW Plateful in several ways. Treating top donors to a catered dinner will demonstrate PNW Plateful's appreciation for donors while giving attendees the opportunity to enjoy the same meals they have helped finance for community members in need. Beyond cultivating relationships with repeat donors, these events will remind donors of PNW Plateful's ongoing work and reiterate the need for continued donations.

Though donor events are geared toward previous donors, they can also be an effective strategy to gather new first-time donors. If donor event attendees have a positive experience at these events, they will be more likely to spread the word to their friends and family. Donor events can also be covered on **social media** and/or submitted to local news outlets via the **press release template** in order to raise awareness of PNW Plateful and encourage new donors.

Supporting Materials

Finally, we've designed a timeline (p. 22) and budget (p. 25) for The Full Plate campaign. Both the timeline and budget can be modified to best suit PNW Plateful's needs while staying within the organization's means.

At the end of this booklet, see appendices (p. 31) containing additional PR materials and survey data. Learn more about Gemini Communications on page 29.

Conclusion

The Full Plate campaign is designed to target key demographics in order to most effectively meet the campaign's objectives. We've focused on minimizing the financial and time burden of the campaign by identifying relatively low-cost low-effort strategies and creating reusable PR materials. By investing time and effort in a PR campaign, PNW Plateful will almost certainly see a financial payoff.

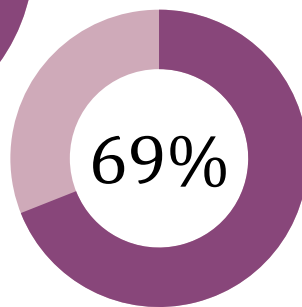
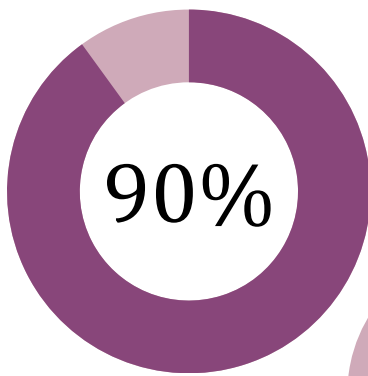
SITUATION ANALYSIS

PNW Plateful faces internal challenges such as limited resources and low public awareness, with only 9.1% of surveyed individuals recognizing the organization. Despite this, PNW Plateful benefits from strong partnerships, a clear mission promoting good nutrition, and a history of effective media coverage. The organization relies heavily on one-time donations and lacks capacity for ingredient donations or volunteer recruitment.

Externally, there are significant opportunities to increase awareness and financial support due to high public concern for food insecurity and strong inclination towards hunger relief donations. Effective use of social media, especially Facebook and Instagram, and partnerships, like that with Calypso Kitchen, can amplify PNW Plateful's outreach. However, challenges such as competition from other nonprofits, potential media saturation, and economic constraints on donors must be navigated. The strategic focus should be on leveraging these opportunities with cost-effective tactics to boost visibility, donations, and donor retention.

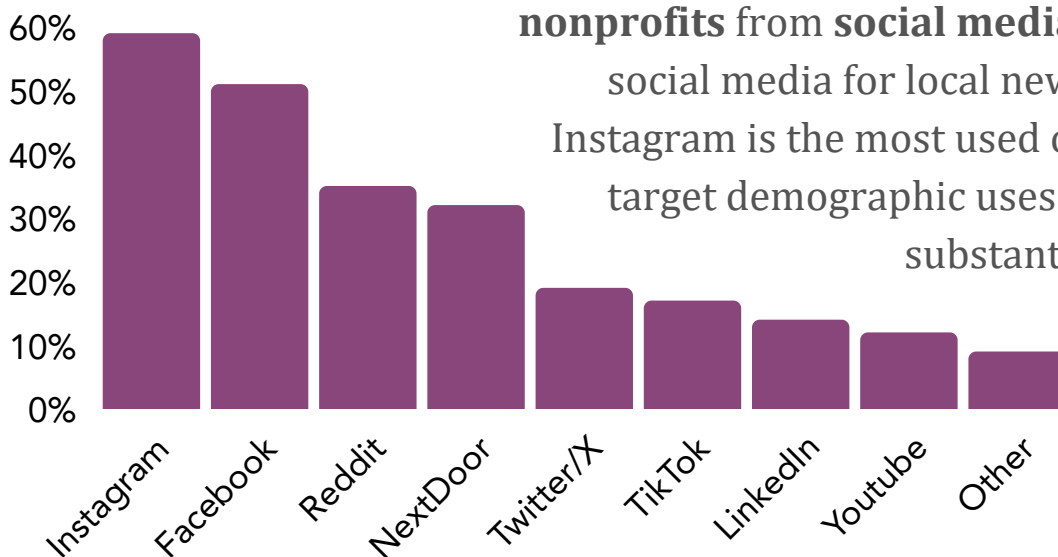
RESEARCH

Q: Have you heard of Calypso Kitchen?/ Have you heard of PNW Plateful?



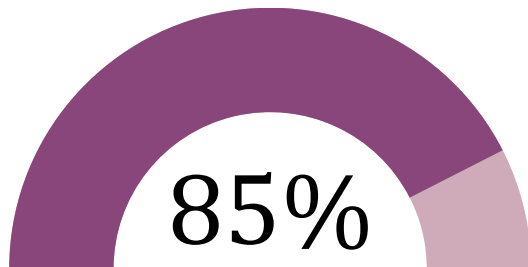
90% of respondents said that they had **not** heard of PNW Plateful. Meanwhile, 69% said they had **not** heard of Calypso Kitchen. This showed us that because **more people have heard of Calypso Kitchen**, it would be a good way to get the word out about PNW Plateful.

Q: Which social media platforms do you get your information from? (Facebook, Instagram, TikTok, Twitter/X, Reddit, YouTube, LinkedIn, NextDoor, Other)



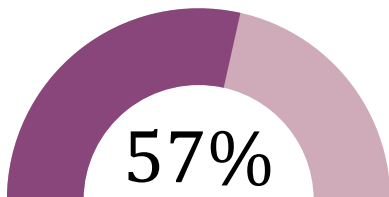
51% of respondents get information about **nonprofits** from **social media**. 71% use social media for local news. Though Instagram is the most used overall, the target demographic uses **Facebook** substantially more.

Q: How much do you agree or disagree with the following statement? "Food insecurity is a pressing issue in our community."

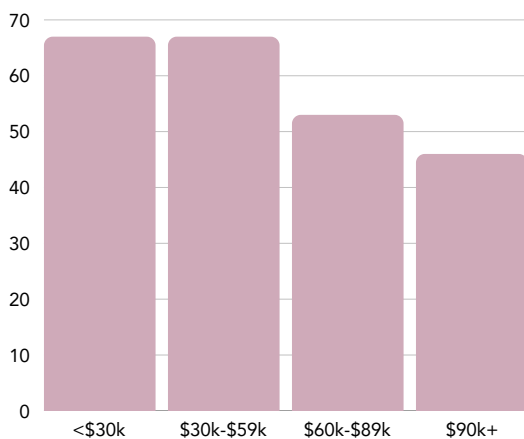


Overwhelmingly 85% of respondents either strongly agreed or agreed that food insecurity was problem in the Whatcom County Community.

Q: What types of nonprofits are you most likely to donate to? (check all that apply: Hunger relief, Environmental, Housing support, Community services, Youth services, LGBTQ+ resources, Animal rights, Health care resources, International aid, Other)

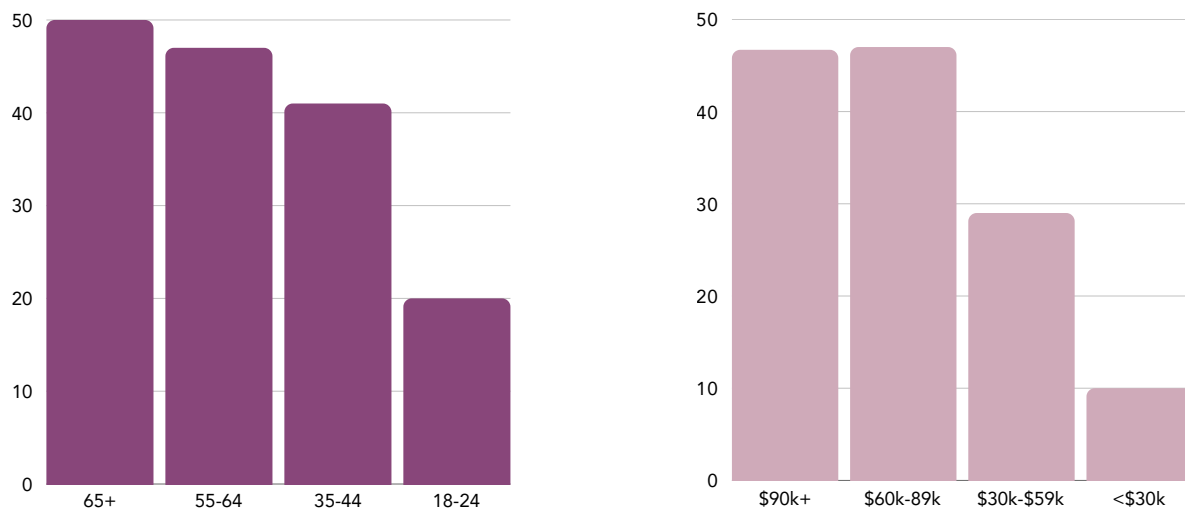


Over 50% of people said hunger relief nonprofits are the organizations they are most likely to donate to.



Lower-income households are more likely to donate to hunger relief programs. They are also more aware of hunger relief programs. But, higher income households donate more frequently (see next question). and are less aware. Therefore they are a target audience to try and reach.

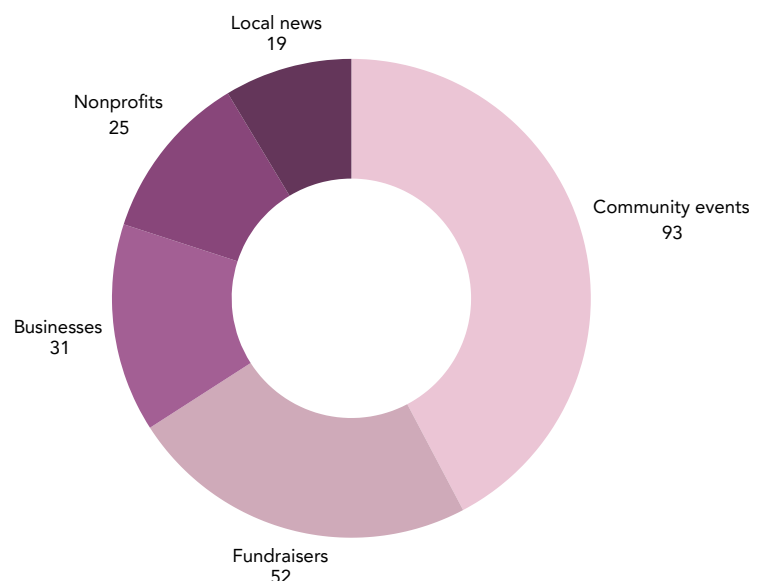
Q: How often do you do the following at/for nonprofits?
(volunteer, donate money, donate supplies)



Older demographics with higher incomes are more likely to donate money to nonprofits several times a year than any other demographic. Because of this, they should be targeted when looking for donors and donations.

Q: How do you find out about the following information related to the community? (Community events, nonprofits, businesses, fundraisers, local news)?

Flyers and posters are the most common way respondents reported finding out about community events and fundraisers. Social media was a close second. You can find more about flyers on page 31.



CAMPAIGN OBJECTIVES

Gemini Communications has identified four attainable, measurable objectives for The Full Plate campaign. Progress made on objectives should be evaluated yearly and objectives can be revised as needed.

- Double **awareness** of PNW Plateful from 10% to 20% by June 2025
- Aim for three **news/radio clips** per year, goal should be increased proportionally as PNW Plateful grows
- Increase annual **funds raised** by 30% in the next three years
- Cultivate **relationships** with 5 top repeat donors in the next three years

PLAN OF ACTION

Target Audience

- **Primary Audience:** Individuals using she/her pronouns over the age of 35.
- **Secondary Audience:** Higher and lower-income households, with a focus on those likely to support hunger relief nonprofits.
- **Tertiary Audience:** Healthcare and nutrition professionals, community influencers, and media outlets.

Strategies

- **Social Media:** Focus on platforms like Facebook and Instagram. Maintain a consistent presence to spread awareness and promote events.
- **Traditional Media:** Utilize press releases, radio PSAs, and physical flyers. Leverage local media coverage and community event promotions.
- **Donor Relations:** Cultivate relationships with current and potential donors. Organize donor events to encourage repeat donations.

Tactics

- **Social Media Campaigns:** Share engaging content, such as infographics, videos, and testimonials. Utilize a social media guide with best practices and a posting schedule. Develop easy-to-use templates for posts and sample Facebook content.

- **Media Outreach:** Create reusable press release templates and pitch stories to local journalists. Develop a 30-second radio PSA script and a list of radio stations offering free air time. Design cost-effective flyer templates for community event promotions.
- **Donor Engagement:** Personalize communication plans for high-value donors. Send regular updates and maintain a donor recognition program. Host donor dinners catered by Calypso Kitchen to foster relationships.
- **Partnership with Calypso Kitchen:** Distribute thank you cards and stickers with catering orders to promote PNW Plateful. Utilize Calypso Kitchen's established presence to reach a broader audience.
- **Survey Utilization:** Tailor messages and campaigns based on May 2024 survey insights. Highlight survey results in press releases and social media content.
- **Event Promotion:** Post physical flyers in community spaces. Use press release template for media event announcements. Promote events through social media and traditional media channels. Utilize low cost advertisement ad space through local news organizations.
- **Resource Management:** Design strategies to fit PNW Plateful's financial and staffing constraints. Focus efforts on low-cost, high-impact tactics.

Additional Considerations

- Ensure all activities align with PNW Plateful's budget and staffing capabilities.
- Regularly assess and adjust the campaign based on feedback and performance metrics.
- Emphasize the importance of financial donations and city grants over ingredient donations or volunteer recruitment.

Social Media Guide

- This comprehensive guide should be consulted before creating a post to ensure it follows the PNW Plateful posting guidelines.
- The guide will help you understand how to translate PNW Plateful's brand personality to Facebook.
- Use this guide to ensure all PNW Plateful social media posts share a consistent look, feel and tone.
- The guide can inform you what kind of content to create, from visuals to written posts.
- This guide outlines how to interact with your audience and respond to comments and messages.
- Refer to this guide to ensure consistency, help with ideas,

Facebook Post Templates

- These templates can be used for any sort of post that isn't just a photo.
- You can remove the place for a photo so it just a graphic.
- Most posts are typically a photo accompanied by a caption so these templates won't be necessary for photo-only posts.

Press Release Template

- This template will show you how to write a professional press release for PNW Plateful.
- The guide includes organizations and news outlets you can send a release to, as well as price points for the amount of usage.
- This guide includes ideas for press releases and how to construct them.
- Use this guide for any time you need a refresher or ideas for how to create and send out a press release.

Flyer Template

- This flyer template and guide includes an example flyer to provide an idea for future flyers.
- The blank template can be used for any event and can be customized for any situation.
- Flyers are the biggest way people find out about events and fundraisers according to our survey.
- Hang up flyers for donor dinners, any events you will be at and any events PNW Plateful is hosting. Hang them up two to three weeks ahead of the event.

Radio PSA

- This radio PSA Template is an easy fill-in-the-blank design that can be used for any event or situation.
- The PSA includes two guides on how to reach out to a couple of news radio stations. What they require and what they look for in a PSA.
- A radio PSA should be used to spread the word when something eventful is happening at PNW Plateful, when donations are low, or when a relative news event is happening.
- The template includes ideas for PSAs as well.

Donor Dinner Guide

- The guide should be used to hold events that will establish long-lasting relationships with current donors. Turning one-time donors into repeat ones.
- Follow the guide's recommendations for hosts/location, invitations and program flow to ensure a smooth and enjoyable event for your donors.

- Use the guide's tips for incorporating fundraising elements into the event through donation opportunities, presentations, or impactful storytelling.
- The guide advises on post-event communication, including thank-yous and impact reports, to express gratitude and maintain relationships with your donors.
- The guide covers how to evaluate the success of the event.
- The guide includes an example itinerary for future reference and ideas.
- The guide suggests ways to showcase your organization's impact and how donations are used.

Invitation Template

- Use these templates to send e-vites to current donors and one-time donors who have donated in the past.
- These templates are customizable as well.
- They can be printed out and sent physically to donors, but an e-vite will work just as well.
- Can be sent over Facebook, email, or using Punchbowl or Evite online services

Invitation Template

- These stickers and thank you cards are to be included in every catering delivery or meal package.
- Give one to every Calypso Kitchen customer.
- The stickers and cards are meant to spread awareness of PNW Plateful to Calypso Kitchen customers. Through our research we found that more people know of Calypso Kitchen rather than PNW Plateful.
- If you run out of one or the other only give out a card or a sticker not both.

OBJECTIVE EVALUATION

Progress on objectives should be evaluated yearly.

Double **awareness** of PNW Plateful from 10% to 20% by June 2025

- Best measured by a survey or social media poll. Aim for at least 100 respondents, but more data is always better, especially as PNW Plateful grows and expands its reach.

Aim for three **news/radio clips** per year, goal should be increased proportionally as PNW Plateful grows

- Clip counting, which involves counting media mentions, is a quick way to gauge coverage. Though clip counting does not measure the quality or impact of the coverage, it is a valid method to easily keep track of news coverage.

Increase annual **funds raised** by 30% in the next three years

- Keep track of different kinds of donations in financial evaluations. Gather data on the amount of one-time donations and repeat donations, as well as grants.

Cultivate **relationships** with 5 top repeat donors in the next three years

- Identifying top donors is crucial to donor relations strategy. Make your most important donors feel appreciated and keep them updated on PNW Plateful's ongoing work, as well as any noteworthy accomplishments and developments.

TIMELINE

A preliminary timeline for raising awareness of PNW Plateful

Yearly

June

- Make **two** posts on Facebook every week.

July

- Make **two** posts on Facebook every week for a total of **eight** posts

August

- Post **eight** times
- Reach out to KMRE for a Radio PSA

September

- Post **eight** times
- Reach out to Whatcom news with a press release

October

- Post **eight** times
- Consider Halloween and other holidays when posting.

Monthly

- Every month, check Facebook analytics to see how your posts are doing
- Evaluate what tactics are doing the best- increase them; whether its posts, events, or news coverage
- Look for potential donors at any city events
- Look for ways to spread awareness by hanging informational flyers around town every other month

Weekly

- Every Monday or Friday post on Facebook.
- Every **Wednesday**, make sure you post on Facebook.
- On Fridays or the weekend, respond to comments.
-

Yearly

November

- Post **eight** times
- Consider Thanksgiving and other holidays

December

- Post **ten** times. Two weeks where you'll post three times
- Consider Christmas and Hannukah and other holidays when posting

January

- Post **ten** times. Celebrate the new year and accomplishments
- Send out invitations to a Donor Dinner for the end of Feb.

February

- Post ten times. Once before the event and once after

Monthly

- Every month, check Facebook analytics to see how your posts are doing
- Evaluate what tactics are doing the best-increase them; whether its posts, events, or news coverage
- Look for potential donors at any city events
- Look for ways to spread awareness by hanging informational flyers around town every other month

Weekly

- Every Monday or Friday post on Facebook.
- Every **Wednesday**, make sure you post on Facebook.
- On Fridays or the weekend, respond to comments.

Yearly

- Host the Donor Dinner the last week of Feb

March

- Post **eight** times
- Submit press release to CDN about donor dinner

April

- Post **eight** times
- Reach out to KUGS for a radio PSA

May

- Post **eight** times
- Send out invitations to a picnic, cookout, or cocktail party. at the end of June. This time invite potential donors. **Make an ask.**

- Post Flyers

June

- Post **ten** times. Once before the event and once after
- Host the fundraising event
- Send out evaluation survey

Monthly

- Every month, check Facebook analytics to see how your posts are doing
- Evaluate what tactics are doing the best-increase them; whether its posts, events, or news coverage
- Look for potential donors at any city events

Weekly

- Every Monday or Friday post on Facebook.
- Every **Wednesday**, make sure you post on Facebook.
- On Fridays or the weekend, respond to comments.
- Do NOT post on weekends

After every year, evaluate how close you are to reaching the goals and objectives. At the end of June create and send out a survey to gauge difference in awareness. Post this survey on Facebook. Create a QR code and make flyers to hang around town. Follow up with event guests via email/Facebook about how the event went. See the donor dinner guide for more information.

BUDGET

Flyer Printing

- \$0.68 each at Office Depot (20 units)
- 4" x 6", 5" x 7", and 8.5" x 11" size options.
- Various paper styles ranging from thinner, more flexible paper to thick, sturdy options. Paper finishing choices include a gloss finish for vibrant colors or a matte finish to reduce glare.

Thank You Card Printing

- Full color post cards for \$47.99/1-1/2" size, Box of 10 (10 units)
- 5-5/8" x 4" size
- Vibrant full-color print on one side, UV coated for enhanced shine and protection.

Sticker Printing

- 1 to 3 color stickers for \$84.99/Box Of 250
- 1-1/2" size
- Premium stocks with custom finishes, including perforations and UV coating, are available.
- One ink color is included; extra colors cost more.

News Ad Space

- Cascadia Daily News offers ad space for \$50 per week
- They offer package deals/discounts for nonprofits at no additional cost

Note

- Consider checking out local printing businesses for potential discounts for nonprofits. Office Depot also does offer a 20% discount on orders more than \$45 of print services.

PACKAGE #1

THE MAIN COURSE

The following three packages are recommended outreach plans that vary from least to most expensive. All take into consideration PNW Plateful's low budget and time set aside for marketing.

MATERIAL	COST PER UNIT	NO. OF UNITS	TIME	TOTAL
SOCIAL MEDIA GUIDE	\$0	REUSABLE	2-3 TIMES A WEEK <30 MINS	NO COST
RADIO PSA	\$0	REUSABLE	ONE TIME <30 MINS	NO COST
PRESS RELEASE TEMPLATE	\$0	REUSABLE	BEFORE EVENTS <30 MINS	NO COST
TOTAL	\$0	\$0	<2 HOURS IN 1 WEEK	NO COST

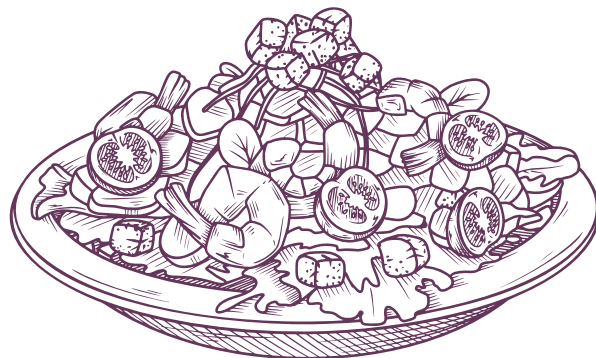


PACKAGE #2

SIDE DISH

These prices reflect the prices listed by Office Depot. Note that Cascadia Daily News does offer discounts for nonprofits. This package showcases traditional promotional materials and a time estimate of producing those materials.

MATERIAL	COST PER UNIT	NO. OF UNITS	TIME	TOTAL
FLYERS	\$0.68	20	ONE TIME <2 HOUR	\$13.60
NEWSPAPER AD	<\$50/WEEK	1	ONE TIME <2 HOUR	\$50
TOTAL	EST. \$64 IN 1 WEEK	21 UNITS	<4 HOURS IN 1 WEEK	<4 HOURS OF TIME AND \$63.60



PACKAGE #3

DESSERT

These prices reflect the prices listed by Office Depot and Calypso Kitchen's estimate cost per meal. This package showcases donor outreach materials and the time it would take to produce materials.

MATERIAL	COST PER UNIT	NO. OF UNITS	TIME	TOTAL
STICKERS	\$84.99	250 STICKERS	ONE TIME <1 HOUR	\$84.99
THANK YOU CARDS	\$14.99/10 BOXES	100 CARDS	ONE TIME <1 HOUR	\$149.90
DONOR DINNER GUIDE	\$7.50 PER MEAL	10 GUESTS	ONE TIME <4 HOUR	\$75
TOTAL	\$314.89	360 UNITS	ONE TIME <6 HOURS IN A WEEK	<6 HOURS AND \$314.89



Our Team



Thalia Coulter

Hello! My name is Thalia Coulter and I'm a third-year journalism — public relations — major with minors in Spanish and honors. I've had my plate full this year working on Klipsun, Western's student-run quarterly magazine, and preparing for an upcoming internship at My Bellingham Now. When I'm not writing or editing, I enjoy cooking and spending time outdoors.

GEMINI
Communications

Jase Picanso

Hello! I'm Jase Picanso, a second-year student studying public relations journalism with a minor in professional writing, literacies, and rhetoric. In my professional life I work as freelance journalist and as Editor-in-Chief at Klipsun, WWU's student publication. In my spare time, I enjoy spending time my cats and designing personalized clothing.



Sophie

Bechkowiak

Hello! My name is Sophie Bechkowiak and I am a third-year journalism major focused on public relations and a minor in philosophy. I currently run the social media accounts for BinThirteen Wine Bar at the Portal Container Village. When I am not doing PR I am with my dog or working on an art project.

Appendix I

PR Materials

Sample Facebook Post



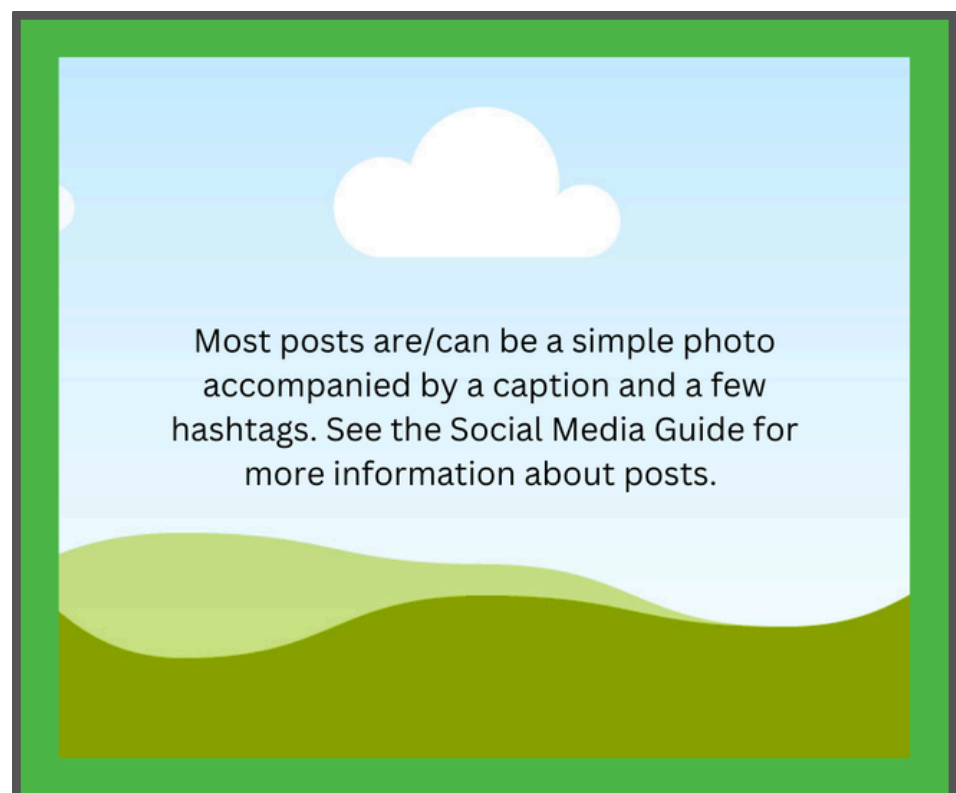
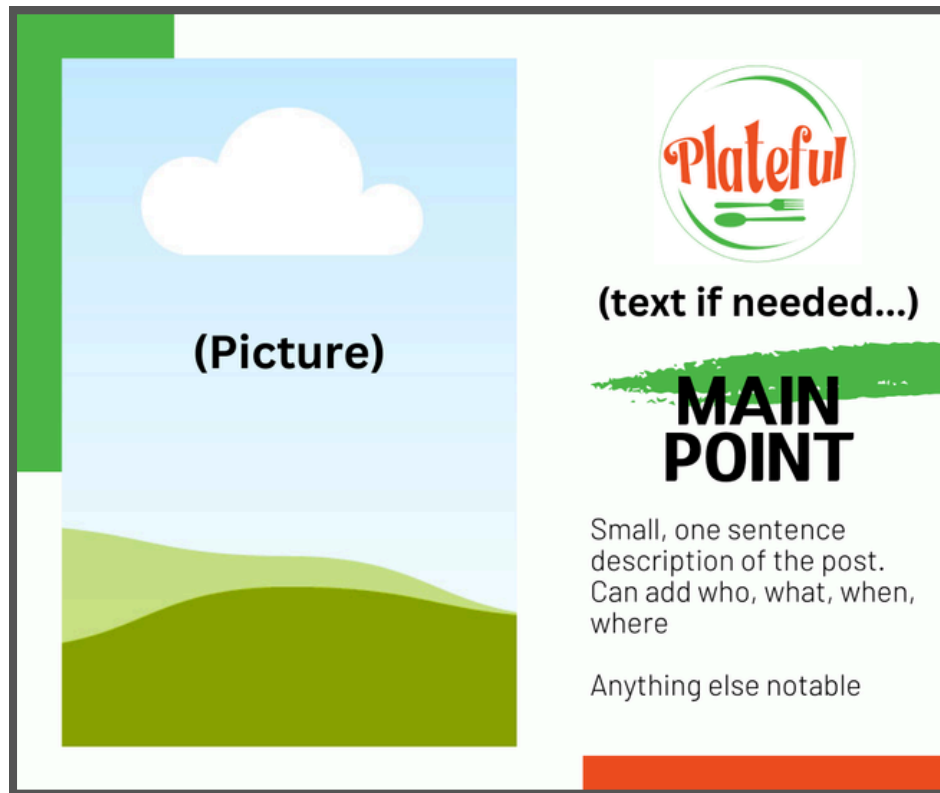
Is celebrating...

**FIVE
YEARS**

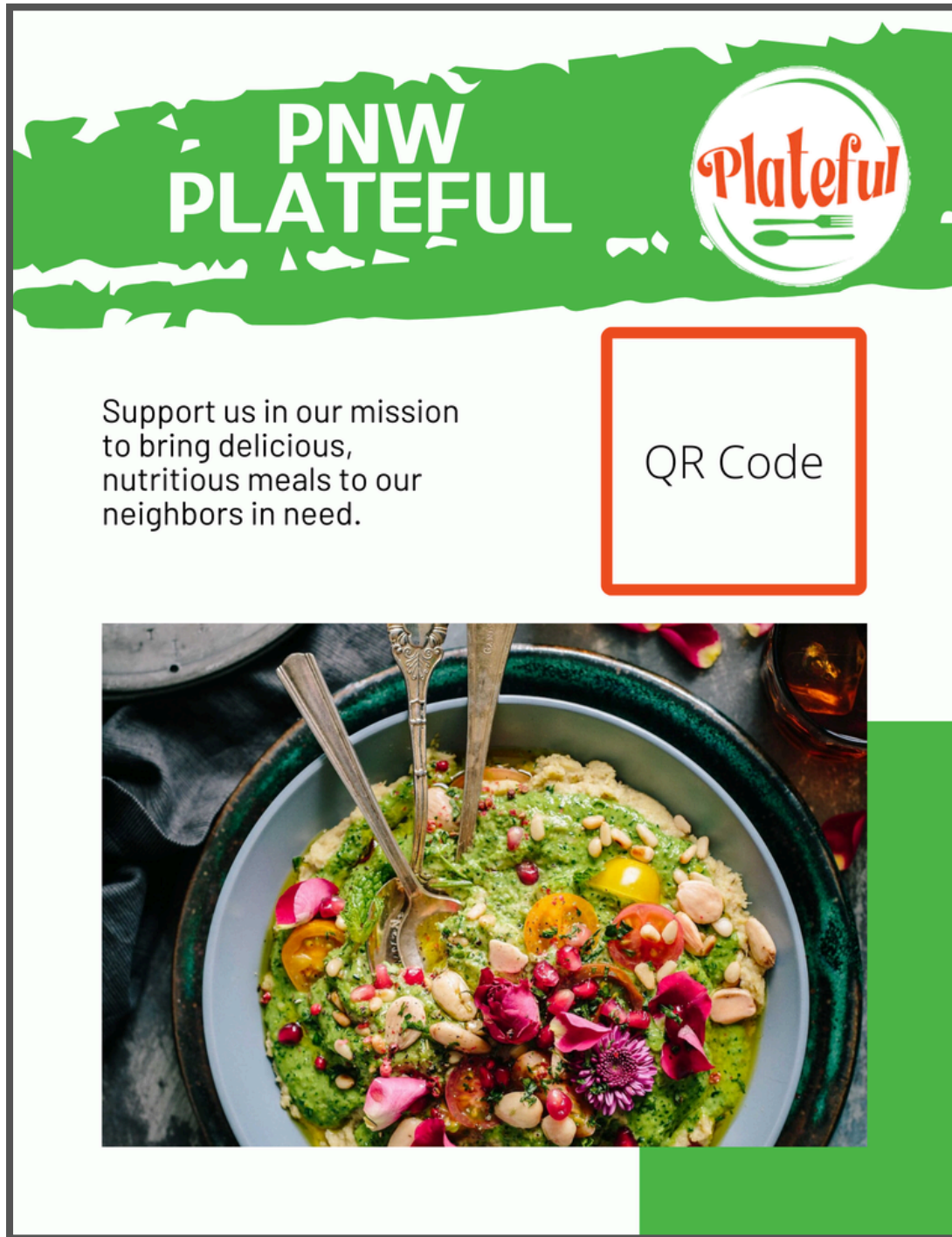
Join us for an evening of
delicious food and great
company at Calypso
Kitchen!

Celebration starts at 7!

Blank Post Templates



Sample Flyer



11"

8.5"

Flyer Template



11"

8.5"

Thank You Cards

Front



4"

6"

Back



4"

6"

Calypso X Plateful Sticker



2"

Event Invitation Template



5"

Radio PSA Script

Month, Date - **For Immediate Release**

Contact - Name, Phone Number, Email

<https://www.pnwplateful.com/>



PNW Plateful Script

30-second Radio PSA

"Hello {insert area}! This is {insert name} from PNW Plateful. At PNW Plateful, we're bringing delicious, nutritious meals to those in need all over the Pacific Northwest."

"For the past three years, we've delivered 250 meals a week to hungry families, working with groups like Northwest Youth Services and the YWCA."

Visit PNWPlateful.org to learn more on how to continue to nourish our community, one meal at a time."

###

Contact Information:

KMRE:

PSA Request: <https://kmre.org/about-us/psa-request/>

"All public service announcements are 30 seconds in length, with an estimated 70 to 95 words in the script. If you are submitting a request for an event, we require at least one

Radio PSA Script

month in advance notice. Your PSA message should include the basic who, what, when, where, and why information. Be sure and include relevant information, URL's, and phone numbers. Do NOT include any call-to-actions ("Come on down!") or any superlatives ("The best pretzel eating contest anywhere")."

KUGS:

PSA Request: <https://as.wvu.edu/kugs/psa/>

"KUGS-FM is proud to provide local nonprofit organizations with announcements for upcoming events or organization-specific information. All events must be open to the public. Please submit your request at least two weeks in advance, ensuring to provide essential details such as who, what, where, and when for the announcement."

Do NOT include any call-to-actions here as well.

Most Radio Stations take similar steps when airing a PSA without cost. You can find more radio stations and request forms [here](#).

Press Release Template

For Immediate Release

Contact - Name, Phone Number, Email

<https://www.pnwplateful.com/>

PNW Plateful Announces {Insert event type e.g. charity,} Event to Combat Food Insecurity

Bellingham, WA – [Date] – PNW Plateful is a nonprofit organization dedicated to reducing food insecurity in Whatcom County. They are well known for delivering hot meals to those in need through its sister catering business Calypso Kitchen. PNW Plateful is proud to announce an upcoming {charity} event aimed at raising awareness and funds for its essential community services.

Event Highlights: What makes the event unique: [Story Angle that stands out]

e.g. “The event will feature a multi-course meal within an immersive cinematic dining experience. The Pickford Theatre, in collaboration with PNW Plateful, will host a film screening with a menu inspired by the movie {insert movie}.”

Event Details: Date: [Event Date], Time: [Event Time], Location: [Event Location],
Tickets: Available at [Ticket Purchase Link]

e.g. “The event will be hosted at Pickford Theatre on May 8, 2025. Tickets will be available on our website at <https://www.pnwplateful.com/event>.

Press Release Template

PNW Plateful has been a crucial force in the fight against hunger in Whatcom County, delivering over 250 hot meals weekly to families, seniors, and individuals facing food insecurity. By partnering with organizations like Northwest Youth Services, YWCA, and Birchwood Food Desert Fighters, PNW Plateful ensures that nutritious meals reach those who need them most and this event will play a role in helping support this goal.

Quote from Sarah Chan about the event:

E.g. "Our mission at PNW Plateful is to nourish our community with both food and hope. This event is an opportunity for us to come together, celebrate our achievements, and raise the necessary funds to continue and expand our services."

About PNW Plateful:

PNW Plateful is a nonprofit organization based in Bellingham, WA, committed to reducing food insecurity by providing hot, nutritious meals to those in need. Founded by Sarah Chan, the organization combines the heart and soul of community service with the effectiveness of social entrepreneurship.

###

For press inquiries, please contact:

Sarah Chan

Founder, PNW Plateful

Phone: (XXX) XXX-XXXX

Press Release Template

Contact Publications:

Cascadia Daily News

Newsroom: 360-922-3090 (press 2)

Managing Editor: Rhonda Prast, ext. 112

rhondaprast@cascadiadaily.com / @prast24

To pitch events: calendar@cascadiadaily.com

Ad costs and request form:

<https://www.cascadiadaily.com/advertising/>

“Our prices start at as low as \$50 or less per week, and we offer package deals and discounts for nonprofits and small businesses as well as in-house design services at no additional charge.”

Whatcom News

Send in news tip:

<https://whatcom-news.com/send-us-your-news/>

Send via email:

joe@Whatcom-news.com

Ad costs and request form:

<https://whatcom-news.com/advertising-request/>

\$95 = 1x visibility level

\$190 = 2x visibility level

\$285 = 3x visibility level

\$380 = 4x visibility level

\$475 = 5x visibility level

Additional event ideas:

Gourmet Dinner: Enjoy a specially curated menu featuring local ingredients and dishes.

Live Entertainment: Enjoy performances by local artists and musicians.

Silent Auction: Bid on exclusive items and experiences generously donated by local businesses and supporters.

Guest Speakers: Hear from Sarah Chan and other community leaders about the impact of PNW

Plateful's work and the importance of addressing food insecurity in our community.

Reaching out to publications for story pitch ideas is cost free but there is no guarantee the story will be covered by a journalist. Reaching out to run advertisements does have a cost but it guarantees ad space.

Press Release Template

Email: sarahchan@pnwplateful.org

Additional event ideas:

Gourmet Dinner: Enjoy a specially curated menu featuring local ingredients and dishes.

Live Entertainment: Enjoy performances by local artists and musicians.

Silent Auction: Bid on exclusive items and experiences generously donated by local businesses and supporters.

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Social Media Guide



PNW Plateful Social Media Guide

Social Media Guide

Table of Contents

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Social Media Guide

Branding Elements

Branding Elements

- The profile picture should be the logo, clear and centered within the frame
- The banner includes the mission statement and logo
- Descriptions are friendly. They include a brief explanation of services as well as contact information, website link and donation information/link
 - P.O. box/ mailing address or online donation link
- All posts are to include no more than five hashtags #
- All posts include the logo
- Only use PNW Plateful colors (orange, green, white)
- Use the same font in every post. Do not change font styles.

Social Media Guide

Best Practices

Best practices for posts DOs and DON'Ts

DO

- Use analytics tools to determine which content attracts the most engagement
- Respond to (legitimate) comments on posts, both supportive and critical
- Remove inappropriate or hurtful comments
- Pay attention to current events and post relevant content
- Include plenty of eye-catching visuals, while adhering to official brand colors, fonts, and logos
- Post videos and interactive content, such as polls
- Post a variety of content
- Be conversational and authentic
- Repost relevant content from other users to boost visibility and engagement
- Keep things short and simple
- Use high-quality photos. They look more professional and catch people's attention
- Be engaging. Talk about things that are important to PNW Plateful but say them in a way that makes people want to listen

3

Social Media Guide

Best Practices Cont.

- Try to engage with audience members- this will boost engagement and promote the post more
 - (Meta, 2018)

DON'T

- Repeat content or visuals
- Post erratically
- Ignore comments, likes, or follows
- Post unrelated content
- Post poor-quality photos or videos
- Crop important elements out of photos
- Forget captions and hashtags
- Come across as desperate or demanding
 - (Meta, 2018)

Social Media Guide

Posts

The most meaningful posts to the PNW Plateful audience are showing ways we are helping our community. Showing them that what we are doing is working. These are posts showing how people are using our services, how donations are being used. And how hard we work to do what we do.

Posts should be consistent and happen no less than three times a week according to (Mansfield, 2024). Accounts with 10,000 followers or less don't need to post more than three times a week. Since the PNW Plateful Facebook page has 33 friends, posts every day, or more than four times a week would be overwhelming for followers and hard for staff to keep up with. Consistently post 2-3 times a week.

- Curate posts around events that PNW Plateful is partaking in and/or hosting or even holidays.
- Respond to comments! This is important. Show your audience that you appreciate them and are aware of their presence and support.
- Coherency- Keep a consistent color pallet, fonts and template for posts

Social Media Guide

Posts Cont.

When to post

- The best times for a nonprofit to post are weekday mornings (Baranovskya, 2021)
- Wednesday mornings between 8 am and 9 am are a prime time to post (Baranovskya, 2021 & Eneix, 2024).
- Do not post on Sundays as these are the worst days to post.
- Again, the best time for a non-profit to post is anywhere between 10 a.m. and 5 p.m. More specifically Wednesdays from 11 a.m.-1 p.m. (Geyser, 2023)

Who to Follow

- "Competitors"
 - Bellingham Food Bank @bellinghamfoodbank, Salvation Army Food Bank @The Salvation Army of Bellingham - Social Service Center & Foodbank, Miracle Food Network @miraclefoodnetwork, HomesNow! @homesnownotlater, Hello Fresh delivery service @hellofresh, Uber Eats @ubereats,

Social Media Guide

Posts Cont.

- “Competitors” cont. – DoorDash @doordash, Opportunity Council @opportunitycouncil, Factor food delivery @Factor_
- Local influences
 - City of Bellingham @Cityof Bellingham, Health Department @WhatcomCountyHealthDepartment, Whatcom County @whatcomcounty,
- Local government
 - Current whatcom county executive @satpalsidhu, city council @BellinghamCityCouncil, the mayor @SethFleetwood, City council members– Hannah Stone @hannahstone, Hollie Huthman @holliehutman, Daniel Hammel @danielhammel, Edwin H. “Skip” Williams III @edwinwilliams, Lisa Anderson @lisaanderson,
- Local news outlets
 - Cascadia Daily News @CascadiaDailyNews, Bellingham Herald @BellinghamHerald, The Salish Current @SalishCurrent, The Front @TheFront, Whatcom Watch @WhatcomWatch,

Social Media Guide

Posts Cont.

Potential post themes

- Donor highlights- shout out a donor every once and a while. What did their contribution allow you to do? Highlight the solutions, not the problems.
- Happy customers- families/people enjoying their PNW Plateful meals
- Reposts from similar organizations or important news
- Q&A- ask the community if they have any burning questions, gather them over a couple of days and make a post answering the top questions. These can be done in video format or as a regular post on Facebook
- Reels and videos
- Changes in operation- new management, location change, new equipment
- Events
- News related to food insecurity
- Addresses from board members
- Trends- throwback Thursday, Motivation Monday

Social Media Guide

Posts Cont.

- Call to action- ask for donations for an upcoming event or holiday. Ask the community to get involved with PNW Plateful
- Example schedule
- Wednesday morning make a post asking for questions from the community
 - Friday morning, post the answers
- Wednesday morning post a shoutout of a donor or a board member who has been helping a lot recently
 - Friday morning post a small update about operations or a new dish that's being made.

Captions

- Captions should be short. About three sentences should be enough. Do not write paragraphs but don't leave posts blank without a caption. People want to know what they are looking at and what the point of the post is.
- If you're posting a picture of food ready to be sent out, say so; something as simple as "Green curry on its way to the Bellingham Food Bank! --

Social Media Guide

Posts Cont.

- -- We couldn't do it without them." is a decent caption for a photo like that.
- Captions should take a friendly tone but an encouraging one at that. We want people to want to donate and be interested in PNW Plateful. Keep captions light and fun but also educational. Keep audience interest but they should also take something away with them. Think smokey the bear.

Hashtags

- #PNWPlateful #FoodInsecurity #Bellingham #CalypsoKitchen #FoodBank #helping #

Dos:

- Capitalize the first letter of each word if there are multiple words in a hashtag
- Use relevant words, key terms and frequent search phrases/words
- Create hashtags that go with your deliverables and promises
- Use a reasonable number of hashtags per post. No more than 5 should be okay

Social Media Guide

Posts Cont.

- Use only keywords. Keep hashtags short and sweet
- Spell check
- Research trending hashtags that correspond to your organization (Macready, 2022)

Dont's:

- Use sentences as hashtags
- Use separate hashtags for each word
- Put spaces between words in hashtags
- Use words that do not correlate with your organization
- Use random hashtags for publicity
- Repeat hashtags on the same post

Social Media Guide

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Social Media Guide

Sample Posts



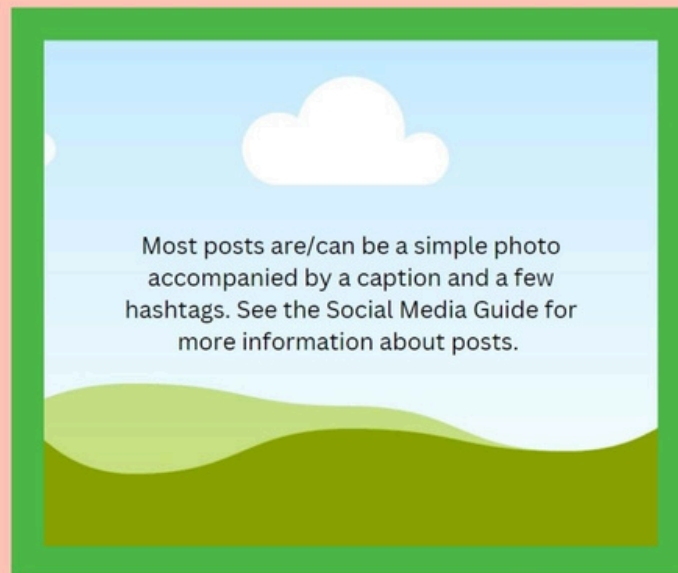
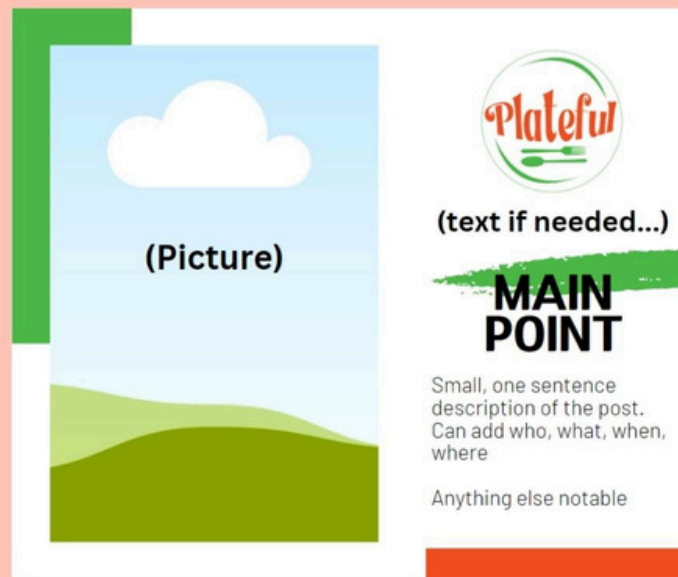
Caption:

This Friday evening we are celebrating five years of PNW Plateful. Five years of bringing home-cooked meals to our community members in need. Come celebrate, party and meet the people who make it happen. See you there!

#celebration #PNWPlateful #anniversary #nonprofit #Bellingham

Social Media Guide

Sample Posts Cont.



Social Media Guide

SOURCES

Baranovskya, I. (2021, August 2). *Best time to post on Facebook [new research for 2019]*. PromoRepublic. <https://promorepublic.com/en/blogbest-time-to-post-on-facebook/#:~:text=The%20highest%20engagement%20rate%20for,weekend%20or%20in%20the%20evening.>

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Krupa, N. (2022, March 9). *How can a small dinner party bring in big gifts?*. The Almoner. <https://thealmoner.com/the-fundraisers-playbook/hosted-dinners/>

Mansfield, H. (2024, May 26). *10 Facebook best practices for nonprofits*. Nonprofit Tech for Good. <https://www.nptechforgood.com/101-best-practices/10-facebook-best-practices-for-nonprofits/#:~:text=If%20your%20nonprofit%20has%2010%2C000,%2C%20or%200even%20twice%2C%20daily.>

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Donor Dinner Guide

Donor Dinner Guide



Donor Dinner Guide



Guide to Hosting a Donor Dinner For PNW Plateful

- Who
 - Host
 - Choose a major donor, a board member, a supporter or someone who donates often or large amounts (Krupa, 2022). It can be easier to have someone who is already a supporter to talk about why others should consider donating also.
 - Guests
 - Invite all current donors or people who have donated once or more in the past. By inviting them you will show your appreciation and start a relationship with them. They will also be more likely to mention PNW Plateful to others. They are the most important guests.

Donor Dinner Guide

- You may also invite potential donors (people in the target demographic of over 35 years old and with higher incomes). This can be done once you feel you have a solid foundation of repeat donors and relationships with them. These potential donors could be friends of repeat donors.
- You can send invitations to customers of Calypso Kitchen either virtually or when they order catering as a physical invitation as they may be potential donors as well.
- What
 - A dinner party, a cookout, a cocktail party. Decide what exactly the event will be. Then you will know what to prepare for and so will your guests.
 - Set the room.
 - If it is at someone's home, consider which room you will host it in. Do you need to set up the living room with tables and chairs to accommodate everyone?

Donor Dinner Guide

- Set the table and consider name cards to add an extra touch. Perhaps there is a bouquet of flowers as the centerpiece. Make the table inviting.
- When
 - Are there holidays coming up? Any big events that people might be interested in? Find a day that people won't have prior obligations (Indivisible, 2024).
 - Give yourself plenty of time to send out invitations to get responses . This is not planning time. You will know more about what to plan for once you get responses.
- Where
 - Think of the location and potential materials and items you may need.
 - If it's outside do you need a tent for weather or chairs and tables?
 - If it's inside at someone's home, do you need tablecloths and settings?
 - What is the menu going to be? What drinks will you serve? Snacks? Consider the weather when planning your menu as well.

Donor Dinner Guide

- Do you want to have any decorations? Maybe balloons if it's a celebration of a donor. Think about the vibe you want the space to have and make sure it compliments your goals and purpose.
- Why
 - figure out why you are hosting this event. What is the purpose?
 - Is it going to be a causal cookout to celebrate and bring awareness to PNW Plateful? A formal dinner party to seek donations? A cocktail party with a presentation from a current donor? A party or dinner to thank current donors?
- How
 - Set a goal. Get 5 new donors? Raise \$1,000? Make it attainable and strive to reach it.
 - Invitations
 - See invitation template. These can be printed out or sent digitally.
 - Have an “ask”- are you asking for money? Awareness?

Donor Dinner Guide

- It can be daunting to ask for donations.
Practice your ask and the language you will use (Indivisible, 2024). Consider having levels of donation or suggested donation amounts so guests know exactly what you are looking for.
- Create an itinerary for the event. This will help keep everyone involved on track to keep things running smoothly. It will also ensure that you get to talk about what you want to talk about or make sure you don't run out of time to make an ask of donors/guests.
- Example itinerary for a dinner party:
 - 6:00 PM - 6:30 PM: Arrival and Welcome
 - Guests arrive and mingle.
 - Light music can be played in the background.
 - Host(s) greet guests and answer questions about the organization.
 - Have a name tag table for guests who haven't met before.
 - 6:30 PM - 7:00 PM: Dinner
 - Guests find placecards at the table and sit down for dinner
 - This will encourage guests to sit with new people. It will also help people feel less awkward picking a seat.
 - Guests enjoy the meal and conversation.
 - 7:00 PM - 7:15 PM: Short Program
 - A brief (5-10 minute) presentation about the nonprofit's mission and recent accomplishments.
 - Include a personal story or impactful case study to connect with the audience emotionally.
 - Keep it positive and inspiring.

Donor Dinner Guide

- 7:15 PM - 7:45 PM: Guest Speaker
 - Invite a guest speaker who can share their experience with PNW Plateful. This could be a current donor, a board member, a client you helped, or someone of influence who supports the same cause.
- 7:45 PM - 8:15 PM: Open Discussion and Fundraising
 - Facilitate a discussion about the importance of your cause and the impact of donations.
 - Briefly explain how donations will be used.
 - Encourage questions and answer them in a clear and informative way.
- 8:15 PM - 8:30 PM: Closing Remarks and Thank You
 - Briefly thank the guests for their time and support.
 - Mention any upcoming events or volunteer opportunities.
 - Encourage guests to donate and provide information on how they can do so (website, donation box, etc.).
 - Make sure to get everyone's contact information if you don't have it already.
- Additional Tips:
 - Take photos throughout the event to share on social media later.
 - Talk about the "menu" for PNW Plateful.
 - Offer samples of meals you have made in the past for food banks.
 - Send a thank-you email to all attendees after the event.
- Thank guests after coming.
 - Make sure to follow up with them and ask them about their experience or if they have considered donating.
 - Compare your goal to the outcome of the event. Did you reach your goal? What went well. What could have gone better? Reflect and learn from the event.

Donor Dinner Guide

Sources

Krupa, N. (2022b, March 9). How can a small dinner party bring in big gifts?. The Almoner.

<https://thealmoner.com/the-fundraisers-playbook/hosted-dinners/>

Indivisible . (n.d.). House Party 101: How to put the “Fun” in fundraising. Indivisible.

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Appendix II

Infographics

PNW PLATEFUL DONATION SURVEY RESULTS

Purpose

This survey was done to determine the demographic that is most likely to donate to nonprofits. With this information, we can decide the best plan of action to reach this audience.

50%

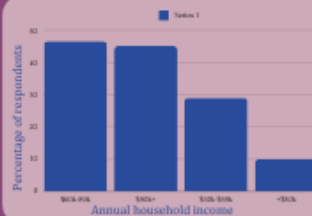
Participants 35 and older

The age group over 35 is more likely to donate money more than once a year.

20%

Participants 34 and younger

This demographic is more likely to donate less often and not as much.

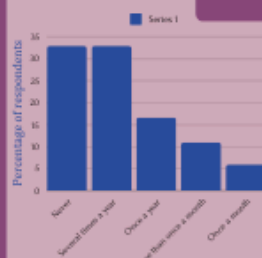


Household Income

People with higher household incomes are more likely to donate to nonprofits more often than those with incomes under \$50,000.

16%

16% of participants with an annual household income of over \$90,000 said they never donate to nonprofits. While 70% of participants with an income less than \$30,000 said they never donate.



Totals

The same amount of people said they donate more than once a year as did people who said they never donate. This means that there is a certain demographic who does donate. That demographic appears to be older folks with higher incomes.

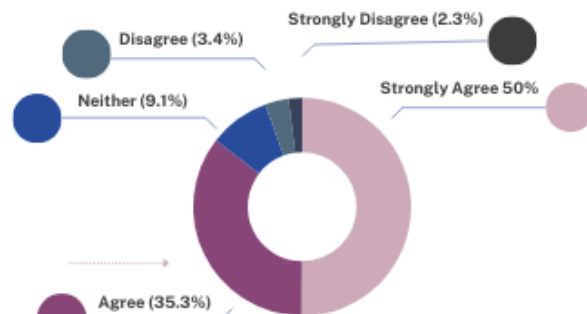
GEMINI

How do residents of Whatcom view food insecurity?

In a 2024 survey Gemini Communications asked the community of Whatcom County and surrounding areas, if they agreed with the statement "Food Insecurity is a pressing issue in our community"

85%

Of those surveyed agreed that food insecurity is a pressing issue.



Survey results were taken from over 100 respondents located both in and around Whatcom county.



Of those surveyed ages ranging from 18-64 strongly agreed with the statement at least

50%
of the time

Of those surveyed

57%

stated that they are most interested in supporting non profits that help food insecurity

GEMINI



SOCIAL MEDIA

Where do YOU get your information?

71%

of respondents get their local news from social media

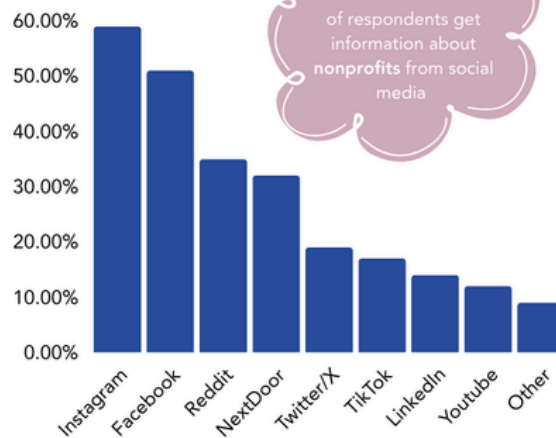
83%

of respondents get information about community events from social media

A 2024 survey by Gemini Communications revealed that social media is one of the primary platforms used to spread information about the community. If used correctly, social media can be an excellent tool to spread awareness.

51%

of respondents get information about nonprofits from social media



We asked 100 people which social media platforms they use to get information about their community. Instagram, followed by Facebook, was the most common answer. "Other" responses included podcasts, newsletters, Snapchat and Yik Yak.

People over the age of 65 are overwhelmingly more likely to use Facebook and NextDoor than any other age group.

The younger people are, the more likely they are to use Instagram, TikTok and Twitter/X.



Appendix III

Research Materials

Survey

What is your age?

- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65+ years old

What pronouns do you use?

- ☐ she/her
- ☐ he/him
- ☐ they/them
- ☐ she/they
- ☐ he/they
- ☐ other/prefer not to answer

What is your total household annual income?

- ☐ \$0-\$29,999
- ☐ \$30,000-\$59,999
- ☐ \$60,000-\$89,999
- ☐ \$90,000+

What is your marital status?

- ☐ Married
- ☐ Single
- ☐ In a committed partnership but not married

Are you a resident of Whatcom County?

- ☐ Yes, in Bellingham
- ☐ Yes, outside Bellingham
- ☐ No

What is your employment status? (check all that apply)

- ☐ Full-time
- ☐ Part-time
- ☐ Retired
- ☐ Unemployed
- ☐ Student
- ☐ Other (please specify)

Do you have children under the age of 18 living at home?

- ☐ Yes
- ☐ No

How do you find out about the following information related to the community? (Check all that apply)

	Newspapers	Social media	Radio	Posters/ Flyers	Ads	Word of Mouth	Other, please specify:
Community events							
Nonprofits							
Businesses							
Fundraisers							
Local news							

If you use social media, which platform do you get your information from? (Check all that apply)

- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Twitter/X
- ☐ Reddit
- ☐ YouTube
- ☐ LinkedIn
- ☐ NextDoor
- ☐ Other, please specify

Survey

How often do you do the following at/for nonprofits?

	Volunteer	Donate money	Donate supplies
Never			
Once a year			
Several times a year			
Once a month			
More than once a month			

What types of nonprofits are you most likely to donate to? (Check all that apply)

- ☐ Hunger relief
- ☐ Environmental
- ☐ Animal rights
- ☐ Housing support
- ☐ Youth services
- ☐ Community services
- ☐ International aid
- ☐ Health care resources
- ☐ LGBTQ+ resources
- ☐ Other, please specify

How much have you donated to local charities/nonprofits in the last year?

- ☐ Nothing
- ☐ \$1-\$49
- ☐ \$50-\$199
- ☐ \$ 200-499
- ☐ \$500-999
- ☐ \$1000+

What qualities do you look for in a non profit that you consider before donating or volunteering?

- ☐ Professionalism
- ☐ The cause
- ☐ The people working there
- ☐ Transparency
- ☐ Its goals
- ☐ Other, please specify

Food insecurity is a pressing issue in our community. Do you....?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

How familiar are you with hunger relief services? (Check all that apply)

- ☐ I use them regularly
- ☐ I use them occasionally
- ☐ I've used them in the past
- ☐ Someone close to me uses them
- ☐ I've never used them but I know of them
- ☐ Never used and don't know of them

Have you heard of Calypso Kitchen?

- ☐ No
- ☐ Yes but I don't know what they do
- ☐ Yes I know of them
- ☐ Yes and I have used their services

Have you heard of PNW Plateful?

- ☐ No
- ☐ Yes but I don't know what they do
- ☐ Yes and I know exactly what they do

If you've heard of them, how did you hear about them? (Check all that apply)

- ☐ Radio
- ☐ Social media
- ☐ Newspaper
- ☐ Flyers/posters
- ☐ Word of mouth
- ☐ Other, please specify

How interested are you in learning more about PNW Plateful?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very

Research Paper Outline

Gemini Communications Research and Findings for PNW Plateful Campaign

Executive Summary

- PNW Plateful needs a campaign to generate awareness of food insecurity in Bellingham with the intent of increasing monetary donations
- Conducted an online and in-person survey for 12 days in May 2024 and received a total of 100 responses

The key findings were:

- People mainly find out about nonprofits via social media, the two highest platforms being Instagram and Facebook
- 91% of respondents do not know about PNW Plateful

Methodology

- The goal of the survey was to determine where and how people find out about information, what sorts of organizations and charities they support/donate to

Conducted the survey between 5/9/24 and 5/21/24

Online:

- Posted on Facebook on 5/9/24,
- Posted on NextDoor on 5/7/24 and 5/14/24
- Posted on Snapchat public story

In-person:

- Posters with QR codes hung at Portal Container Village, Downtown Food Co-op
- Handed out fliers with a QR code on WWU's campus, around the Garden Street residential area and the York neighborhood

Demographic totals

- Age
 - 18-24 31.31%
 - 25-34 9.09%
 - 35-44 18.18%
 - 45-54 9.09%
 - 55-64 19.19%
 - 65+ 13.13%
- Pronouns
 - She/her 54.55%
 - he/him 27.27%
 - they/them 1.01%
 - she/they 5.05%
 - he/they 3.03%
 - other/prefer not to respond 9.09%
- Annual household income
 - Less than \$29,000 25.77%
 - \$30,000-59,000 19.59%
 - \$60,000-89,000 17.53%
 - \$90,000+ 37.11%
- Marital status
 - Married: 35.71%
 - Single: 39.80%
 - In a committed relationship: 24.49%
- Are you a resident of Whatcom County?
 - Yes, in Bellingham: 74.00%
 - Yes, outside of Bellingham: 14.00%
 - No: 12.00%
- Employment status
 - Full-time: 47.00%
 - Part-time: 12.00%
 - Retired: 16.00%
 - Unemployed: 4.00%
 - Student: 18.00%
 - Other: 3.00%
- Do you have children under the age of 18 living at home?
 - No: 76.00%
 - Yes: 24.00%
- Possible sources of error
 - The following demographics were too small to be analyzed further:
 - Age groups 25-34 and 45-54
 - Pronouns other than she/her and he/him
 - "Unemployed" and "other" employment statuses
- RQ1 – How do you find out about the following information related to the community? (Community events, nonprofits, businesses, fundraisers, local news)?

Research Paper Outline

- o Newspapers
 - Totals – 89.3%, 64.3%, 33.9%, 21.4%, 19.6%
 - Age-
 - Community events– 55-64 86.7%, 65+ 66.7%, 35-44 80%, 18-24 37.5%
 - Nonprofits– 65+ 44.4%, 55-64 26.7%, 34-55 20%, 18-24 12.5%
 - Businesses– 55-64 53.3%, 65+ 33.3%, 34-55 30%, 18-24 25%
 - Fundraisers– 65+ 55.6%, 34-55 30%, 55-64 13.3%, 18-24 6.3%
 - Local news– 35-44 100%, 55-64 93.3%, 65+ 88.9%, 18-24 75%,
 - Pronouns
 - Community events- she/her 75%, he/him 61.1%
 - Nonprofits– she/her 32.1%, he/him 16.7%
 - Businesses– no change
 - Fundraisers– she/her 32.1%, he/him 11/1%
 - Local news– no change
 - Annual household income
 - Community events– \$90k+ 85%, \$30k-59k 60%, \$60k-89k 50%, <\$32k 42.9%
 - Nonprofits– \$30k-59k 40%, <\$32k 28.6%, \$90k+ 15%, \$60k-89k 10%
 - Businesses– \$60k-89k 60%, \$30k-59k 40%, \$90k+ 30%, <\$32k 21.4%
 - Fundraisers– \$30k-59k 40%, <\$32k 21.4%, \$90k+ 20%, \$60k-89k 0%
 - Local news– \$30k-59k & \$90k 100%, <\$32k 78.6%, \$60k-89k 60% 70%
 - Marital status
 - Community events– married 81%, committed relationship 53.3%, single 52.6%
 - Nonprofits– single 31.6%, committed relationship 26.7%, married 9.5%
 - Businesses– single 47.4%, committed relationship 26.7%, married 23.8%
 - Fundraisers– single 31.6%, committed relationship 6.7%, married 0%
 - Local news– married 100%, single 84.2%, committed relationship 80%
 - Live in Whatcom County
 - Community events– outside Bellingham 71.4%, in Bellingham 65.9%, no 50%
 - Nonprofits– outside Bellingham 28.6%, in Bellingham 22.7%, no 0%
 - Businesses– outside Bellingham 42.9%, in Bellingham 36.4%, no 16.7%,
 - Fundraisers– outside Bellingham 28.6%, in Bellingham 20.5%, no 0%
 - Local news– outside Bellingham 100%, in Bellingham 88.6%, no 83.3%
 - Employment status
 - Community events– retired 80%, full-time 73.3%, student 44.4%, part-time 40%
 - Nonprofits– retired 40%, student 22.2%, part-time 20%, full-time 13.3%,
 - Businesses– part-time & retired 40%, full-time 36.7%, student 11.1%
 - Fundraisers– retired 50%, part-time 20%, full-time 13.3%, student 11.1%
 - Local news– part-time & retired 100%, full-time 90%, student 66.7%
 - Children under 18 at home
 - Community events– no change, both above 60%
 - Nonprofits– no 25%, yes 7.7%
 - Businesses– no 40.9%, yes 15.4%
 - Fundraisers– no change both below 25%
 - Local news– no change, both above 85%
- o Social media
 - Totals– community events 82.9%, local news 71.4%, nonprofits 51.4%, fundraisers 50%, businesses 48.6%
 - Age
 - Community events– 35-44 100%, 55-64 92.9%, 18-24 76.9%, 65+ 50%
 - Nonprofits– 35-54 75%, 55-64 57.1%, 18-24 50%, 65+ 33.3%
 - Businesses– 35-44 66.7%, 18-24 53.8%, 55-64 35.7%, 65+ 16.7%
 - Fundraisers– 35-44 91.7%, 18-24 53.8%, 55-64 28.6%, 65+ 16.7%
 - Local news– 35-44 91.7%, 55-64 78.6%, 18-24 57.7%, 65+ 50%
 - Pronouns
 - Community events– she/her 91.7%, he/him 73.7%
 - Nonprofits– she/her 58.3%, he/him 31.6%
 - Businesses– she/her 55.6%, he/him 36.8%
 - Fundraisers– she/her 58.3%, he/him 36.8%
 - Local news– she/her 77.8%, he/him 57.9%
 - Annual household income
 - Community events– <\$32k 90%, \$30k-59k 84.6%, \$90k+ 83.3%, \$60k-89k 72.7%
 - Nonprofits– <\$32k 60%, \$90k+ 54.2%, \$30k-59k 53.8%, \$60k-89k 36.4%
 - Businesses– \$90k+ 62.5%, <\$32k 55%, \$30k-59k 38.5%, \$60k-89k 27.3%
 - Fundraisers– <\$32k 70%, \$90k+ 54.2%, \$30k-59k 46.2%, \$60k-89k 18.2%
 - Local news– \$90k+ 75%, <\$32k 70%, \$30k-59k 69.2%, \$60k-89k 63.6%
 - Marital status
 - Community events– married 90.9%, committed relationship 80%, single 78.6%
 - Nonprofits– no changes
 - Businesses– no differences
 - Fundraisers– committed relationship 65%, single 46.4%, married 40.9%
 - Local news– no differences, all around 70%.

Research Paper Outline

- Live in Whatcom County
 - Community events– in Bellingham 85.7%, outside Bellingham 80%, no 72.7%
 - Nonprofits– in Bellingham- 55.1%, no 45.5%, outside Bellingham 40%
 - Businesses– outside Bellingham 70%, in Bellingham 46.9%, no 36.4%
 - Fundraisers– outside Bellingham 60%, no 54.5% in Bellingham 46.9%
 - Local news– outside Bellingham 80%, in Bellingham 73.5%, no 54.5%
- Employment status
 - Community events– full-time 88.6%, student 86.7%, part-time 75%, retired 33.3%
 - Nonprofits– part-time 62.5%, full-time, 60%, student 46.7%, retired 16.7%
 - Businesses– part-time 62.5%, full-time 51.4%, student 53.3%, retired 33.3%
 - Fundraisers– student 66.7%, part-time 62.5%, full-time 48.6%, retired 16.7%
 - Local news– full-time 82.9%, retired 66.7%, part-time 62.5%, student 53.3%
- Children under 18 at home
 - Community events– no changes, both above 80%
 - Nonprofits– no changes
 - Businesses– no changes
 - Fundraisers– no changes
 - Local news– yes 83.3%, no 69%
- Radio
 - Totals: local news 77.8%, community events 58.3%, businesses 41.7%, fundraisers 25%, nonprofits 22.2%
- Age:
 - Community events– 55-64 84.6%, 35-44 57.1%, 65+ 50%, 18-24 30%
 - Nonprofits– 55-64 38.5%, 35-44 28.6%, 65+ 25%, 18-24 0%
 - Businesses– 35-44 57.1%, 55-64 38.5%, 65+ 25%, 18-24 20%
 - Fundraisers– 55-64 38.5%, 35-44 28.6%, 65+ 25%, 18-24 10%
 - Local news– 65+ 100%, 55-64 84.6%, 35-44 71.4%, 18-24 60%
 - Pronouns
- Community events– she/her 65%, he/him 50%
 - Nonprofits– he/him 33.3%, she/her 20%
 - Businesses – he/him 50%, she/her 35%
 - Fundraisers– he/him 33.3%, she/her 25%
 - Local news – he/him 91.7%, she/her 70%
- Annual household income
 - Community events– \$30k-59k 71.4%, \$60k-89k 62.5%, \$90k+ 57.1% <\$30K 33.3%
 - Nonprofits– \$90k+ 42.9%, \$30k-59k 14.3%, \$60k-89k 12.5%, <\$30K 0%
 - Businesses– \$90k+ 64.3%, \$60k-89k 37.5%, \$30k-59k 28.6%, <\$30K 16.7%
 - Fundraisers– \$90k+ 50%, \$30k-59k 14.3%, \$60k-89k 12.5%, <\$30K 0%
 - Local news– \$30k-59k 100%, \$90k+ 85.7%, <\$30K 66.7%, \$60k-89k 62.5%
- Marital status
 - Community events– married 61.5%, single 60%, committed relationship 42.9%
 - Nonprofits– married 30.8%, single 20%, committed relationship 14.3%
 - Businesses– married 53.8%, single 40%, committed relationship 28.6%
 - Fundraisers– married 30.8%, single 26.7%, committed relationship 14.3%
 - Local news– committed relationship 85.7%, married 84.6%, single 66.7%
- Live in Whatcom County
 - Community events– outside Bellingham 100%, in Bellingham 62.1%, no 0%
 - Nonprofits– outside Bellingham 50%, in Bellingham 24.1%, no 0%
 - Businesses– outside Bellingham 50%, in Bellingham 44.8%, no 25%
 - Fundraisers– outside Bellingham 50%, in Bellingham 27.6%, no 0%
 - Local news– in Bellingham 79.3%, outside Bellingham 75%, no 75%
- Employment status
 - Community events– part-time 75%, full-time 68.2%, retired 40%, student 25%
 - Nonprofits– retired 40%, full-time 31.8%, part-time & student 0%
 - Businesses– full-time & part-time 50%, retired 40%, student 0%
 - Fundraisers– retired 40%, full-time 31.8%, student 25%, part-time 0%
 - Local news– retired 100%, full-time 81.8%, student 75%, part-time 50%
- Children under 18 at home
 - Community events– no 66.7%, yes 28.6%
 - Nonprofits– no differences
 - Businesses– yes 57.1%, no 40%
 - Fundraisers– no differences
 - Local news– no 100%, yes 17.4%
- Posters/flyers
 - Totals– community events 93%, fundraisers 52.6%, businesses 31.6%, nonprofits 24.6%, local news 19.3%
- Age
 - Community events–35-44 & 55-64 100%, 18-24 88%, 65+ 66.7%
 - Nonprofits– 55-64 36.4%, 18-24 28%, 35-44 9.1%, 65+ 0%
 - Businesses– 18-24 44%, 55-65 27.3%, 35-44 18.2%, 65+ 0%
 - Fundraisers– 35-44 63.6%, 18-24 56%, 55-64 45.5%, 65+ 33.3%
 - Local news– 18-24 32%, 55-64 9.1%, 35-44 & 65+ 0%

Research Paper Outline

- Pronouns
 - Community events– both above 90%
 - Nonprofits– he/him 33.3%, she/her 15.2%
 - Businesses– he/him 33.3%, she/her 24.2%
 - Fundraisers– no changes both above 40%
 - Local news– he/him 25%, she/her 6.1%
- Annual household income
 - Community events– \$30k-59k 100%, \$90k+ 94.4%, <\$32k & \$60k-89k 88.9%
 - Nonprofits– <\$32k 33.3%, \$30k-59k 30%, \$60k-89k 22.2%, \$90k+ 16.7%
 - Businesses– <\$32k 50%, \$30k-59k 40%, \$60k-89k & \$90k+ 11.1%
 - Fundraisers– \$30k-59k 80%, <\$32k & \$60k-89k 55.6%, \$90k+ 27.8%
 - Local news– \$30k-59k 40%, <\$32k 22.2%, \$60k-89k & \$90k+ 11.1%
- Marital status
 - Community events– single 100%, married 94.7%, committed relationship 80%
 - Nonprofits– committed relationships 40%, single 34.8%, married 0%
 - Businesses– committed relationship 46.7%, single 30.4%, married 21.1%
 - Fundraisers– committed relationship 73.3%, single 60.9%, married 26.3%
 - Local news– committed relationships 26.7%, single 21.7%, married 10.5%
 - People in committed relationships who are not married tend to find information from flyers more than other relationship statuses.
- Live in Whatcom County
 - Community events– outside Bellingham 100%, in Bellingham 97.4%, no 72.7%
 - Nonprofits– outside Bellingham 50%, in Bellingham 21.1%, no 18.2%
 - Businesses– no changes
 - Fundraisers– outside Bellingham 75%, in Bellingham 52.6%, no 36.4%
 - Local news– no 36.4%, in Bellingham 15.8%, outside Bellingham 12.5%
- Employment status
 - Community events– full-time & student 100%, part-time 75%, retired 50%
 - Nonprofits– part-time 50%, student 28.6%, full-time 15.4%, retired 0%
 - Businesses– student 42.9%, full-time 30.8%, part-time 37.5%, retired 0%
 - Fundraisers– part-time 62.5%, student 57.1%, full-time 53.8%, retired 25%
 - Local news– student 28.6%, retired 25%, full-time 19.2%, part-time 12.5%
- Children under 18 at home
 - Community events– both above 90%
 - Nonprofits– no 28.3%, yes 9.1%
 - Businesses –both above 25%
 - Fundraisers– no 56.5%, yes 36.4%
 - Local news– yes 27.3%, no 17.4%
- Ads
 - Totals– businesses 71.4%, community events 42.9%, nonprofits and fundraisers 25.7%, local news 22.9%
- Age
 - Community Events – 35-44 66.7%, 55-64 57.1%, 65+ 50.0%, 18-24 29.4%
 - Nonprofits – 55-64 42.9%, 65+ 25.0%, 18-24 17.6%, 35-44 16.7%
 - Businesses – 35-44 83.3%, 18-24 76.5%, 55-64 57.1%, 65+ 50.0%
 - Fundraisers – 65+ 50.0%, 18-24 23.5%, 55-64 28.6%, 35-44 0.0%
 - Local News – 65+ 25.0%, 18-24 23.5%, 35-44 16.7%, 55-64 14.3%
- Pronouns
 - Community Events – she/her 58.8%, he/him 27.3%
 - Nonprofits – she/her 29.4%, he/him 27.3%
 - Businesses – she/her 64.7%, he/him 63.6%
 - Fundraisers – she/her 29.4%, he/him 27.3%
 - Local News – he/him 45.5%, she/her 11.8%
- Annual household income
 - Community Events – \$30K - \$59K 75.0%, \$90K+ 54.5%, Less than \$30K 30.0%, \$60K - \$89K 0.0%
 - Nonprofits – \$60K - \$89K 33.3%, \$30K - \$59K 37.5%, Less than \$30K 20.0%, \$90K+ 18.2%
 - Businesses – \$60K - \$89K 83.3%, \$30K - \$59K 75.0%, \$90K+ 63.6%, Less than \$30K 70.0%
 - Fundraisers – \$30K - \$59K 37.5%, Less than \$30K 30.0%, \$60K - \$89K 16.7%, \$90K+ 18.2%
 - Local News – \$90K+ 36.4%, \$30K - \$59K 25.0%, \$60K - \$89K 16.7%, Less than \$30K 10.0%
- Marital status
 - Community Events – Married 50.0%, Single 46.7%, In a committed partnership but not married 30.0%
 - Nonprofits – Married 30.0%, Single 33.3%, In a committed partnership but not married 10.0%
 - Businesses – Single 73.3%, Married 70.0%, In a committed partnership but not married 70.0%
 - Fundraisers – Married 20.0%, Single 26.7%, In a committed partnership but not married 30.0%
 - Local News – Married 40.0%, In a committed partnership but not married 20.0%, Single 13.3%
- Live in Whatcom County
 - Community Events – Yes, outside Bellingham 100.0%, Yes, in Bellingham 40.7%, No 0.0%
 - Nonprofits – Yes, in Bellingham 29.6%, Yes, outside Bellingham 25.0%, No 0.0%
 - Businesses – Yes, in Bellingham 70.4%, Yes, outside Bellingham 75.0%, No 75.0%
 - Fundraisers – Yes, in Bellingham 29.6%, Yes, outside Bellingham 25.0%, No 0.0%
 - Local News – Yes, outside Bellingham 50.0%, No 25.0%, Yes, in Bellingham 18.5%

Research Paper Outline

- Employment status
 - Community Events – Part-time 66.7%, Retired 60.0%, Full-time 41.7%, Student 22.2%
 - Nonprofits – Part-time 33.3%, Retired 20.0%, Full-time 16.7%, Student 22.2%
 - Businesses – Full-time 91.7%, Student 77.8%, Part-time 66.7%, Retired 20.0%
 - Fundraisers – Retired 40.0%, Student 33.3%, Part-time 33.3%, Full-time 8.3%
 - Local News – Retired 40.0%, Full-time 33.3%, Part-time 16.7%, Student 11.1%
- Children under 18 at home
 - Community Events – Yes 57.1%, No 39.3%
 - Nonprofits – No 25.0%, Yes 28.6%
 - Businesses – No 71.4%, Yes 71.4%
 - Fundraisers – No 25.0%, Yes 28.6%
 - Local News – Yes 42.9%, No 17.9%
- Word of mouth
 - Totals– community events and local news 82.6%, businesses 59.4%, nonprofits 56.5%, fundraisers 46.4%
- Age?
 - Community Events – 35-44 92.3%, 55-64 88.2%, 18-24 78.3%, 65+ 71.4%
 - Nonprofits – 35-44 61.5%, 65+ 57.1%, 55-64 52.9%, 18-24 47.8%
 - Businesses – 35-44 76.9%, 65+ 71.4%, 18-24 56.5%, 55-64 41.2%
 - Fundraisers – 35-44 61.5%, 18-24 52.2%, 65+ 28.6%, 55-64 29.4%
 - Local News – 65+ 100.0%, 18-24 78.3%, 35-44 76.9%, 55-64 76.5%
- What pronouns do you use?
 - Community Events – she/her 88.9%, he/him 70.0%
 - Nonprofits – she/her 63.9%, he/him 35.0%
 - Businesses – she/her 66.7%, he/him 55.0%
 - Fundraisers – she/her 50.0%, he/him 40.0%
 - Local News – he/him 90.0%, she/her 80.6%
- What is your annual household income?
 - Community Events – \$30,000 - \$59,999 91.7%, \$90,000+ 84.0%, Less than \$30,000 84.2%, \$60,000 - \$89,999 72.7%
 - Nonprofits – Less than \$30,000 52.6%, \$60,000 - \$89,999 63.6%, \$30,000 - \$59,999 66.7%, \$90,000+ 48.0%
 - Businesses – \$30,000 - \$59,999 66.7%, Less than \$30,000 68.4%, \$90,000+ 56.0%, \$60,000 - \$89,999 54.5%
 - Fundraisers – Less than \$30,000 57.9%, \$30,000 - \$59,999 58.3%, \$90,000+ 48.0%, \$60,000 - \$89,999 18.2%
 - Local News – \$30,000 - \$59,999 100.0%, Less than \$30,000 84.2%, \$90,000+ 80.0%, \$60,000 - \$89,999 72.7%
- What is your marital status?
 - Community Events – Married 83.3%, Single 85.7%, In a committed partnership but not married 76.5%
 - Nonprofits – Single 67.9%, Married 54.2%, In a committed partnership but not married 41.2%
 - Businesses – Single 64.3%, In a committed partnership but not married 58.8%, Married 54.2%
 - Fundraisers – Single 53.6%, In a committed partnership but not married 47.1%, Married 37.5%
 - Local News – Married 87.5%, Single 82.1%, In a committed partnership but not married 76.5%
- Are you a resident of Whatcom County?
 - Community Events – Yes, outside Bellingham 90.0%, No 87.5%, Yes, in Bellingham 78.8%
 - Nonprofits – No 62.5%, Yes, outside Bellingham 60.0%, Yes, in Bellingham 53.8%
 - Businesses – Yes, outside Bellingham 70.0%, Yes, in Bellingham 57.7%, No 50.0%
 - Fundraisers – Yes, outside Bellingham 60.0%, No 50.0%, Yes, in Bellingham 42.3%
 - Local News – Yes, outside Bellingham 90.0%, Yes, in Bellingham 82.7%, No 75.0%
- What is your employment status? (Check all that apply)
 - Community Events – Student 91.7%, Full-time 80.0%, Part-time 77.8%, Retired 62.5%
 - Nonprofits – Full-time 57.1%, Retired 50.0%, Part-time 33.3%, Student 50.0%
 - Businesses – Part-time 70.0%, Full-time 60.0%, Student 58.3%, Retired 50.0%
 - Fundraisers – Student 75.0%, Full-time 48.6%, Part-time 33.3%, Retired 25.0%
 - Local News – Part-time 88.9%, Full-time 82.9%, Student 83.3%, Retired 87.5%
- Do you have children under the age of 18 living at home?
 - Community Events – No 81.8%, Yes 80.0%
 - Nonprofits – Yes 60.0%, No 54.5%
 - Businesses – Yes 66.7%, No 56.4%
 - Fundraisers – Yes 46.7%, No 45.5%
 - Local News – No 85.5%, Yes 73.3%
- RQ2. Which social media platforms do you get your information from? (Facebook, Instagram, TikTok, Twitter/X, Reddit, YouTube, LinkedIn, NextDoor, Other)
 - Totals:
 - Instagram 58.5%, Facebook 50.8%, Reddit 35.4%, NextDoor 32.3%, Twitter/X 18.5%, TikTok 16.9%, LinkedIn 13.8%, YouTube 12.3%, Other 9.2%
 - [Other answers included: news/podcasts, newsletters/email, Snapchat and Yik Yak]
 - Age
 - Facebook– 65+ (80%), 35-44 (75%), 55-64 (53.8%), 18-24 (21.7)
 - Instagram– 18-24 (87%), 34-55 (58.3%), 55-64 (38.5%), 65+ (20%)
 - TikTok– 18-24 (34.8%), 35-44 (16.7%), 55+ 0%
 - Twitter/X – 18-24 (30.4%), 35-44 (8.3%) 55-64 (7.7%) 65+ 0%

Research Paper Outline

- Reddit- 35-44 (58.3%), 18-24 (34.8%), 55-64 (15.4%) 65+ 0%
- YouTube- 65+ (20%), 18-24 (17.4%), 55-64 (15.4%), 35-44 (8.3%)
- LinkedIn- 55-64 (23.1%), 65+ (20%), 18-24 (13%), 35-44 (8.3%)
- NextDoor- 65+ (80%), 55-64 (53.8%), 35-44 (25%), 18-24 (17.4%)
- Other- 65+ (40%), 18-24 (13%), 55-64 (7.7%), 35-44 (0%)
- Pronouns
 - Facebook- both said about 53%
 - Instagram- both about 63%
 - TikTok- she/her (17.1%), he/him (6.7%)
 - Twitter/X - he/him (26.7%), She/her (8.6%)
 - Reddit- he/him (46.7%), she/her (31.4%)
 - YouTube- both about 10%
 - LinkedIn- both about 13.5%
 - NextDoor- She/her (42.9%), He/him (6.7%)
 - Other- both about 10%
- Annual household income
 - Facebook- \$30k-59k (69.2%), \$90k (65.2%), \$60k-89k (45.5%), <\$30k (18.8%)
 - Instagram- <\$30k (81.3%), \$90k (60.9%), %60k-89k (54.5%), \$30k-59k (38.5%)
 - TikTok- <\$30k (31.3%), \$30k-59k (23.1%), \$60k (18.2%), \$90k (4.3%)
 - Twitter/X - \$60k-89k (27.3%), \$90k (21.7%) <\$30k (18.8%), \$30k-59k (7.7%)
 - Reddit- \$30k-59k (46.2%), <\$30k (37.5%), \$90k (34.8%), \$60k-89k (27.3%)
 - YouTube- \$30k-59k (23.1%), \$60k-89k (18.2%), <\$30k (12.5%), \$90k (4.3%)
 - LinkedIn- \$30k-59k (38.5%), \$90k (13%), \$60k-89k (9.1%), <\$30k (0%)
 - NextDoor- \$30k-\$59k (38.5%), <\$30k (31.3%), \$90k (30.4%), \$60k-89k (27.3%)
 - Other- \$60k-89k (27.3%), \$30k-59k (7.7%), <\$30k (6.3%), \$90k+ (4.3%)
- Marital status
 - Facebook - married (71.4%), committed relationship (50%), single (34.6%)
 - Instagram- single (65.4%), married (57.1%), committed relationship (50%)
 - TikTok- single (23.1%), committed relationship (22.2%), married (4.8%)
 - Twitter/X - all said about 18%
 - Reddit- all said about 35%
 - YouTube- single (19.2%), committed relationship (11.1%), married (4.8%)
 - LinkedIn- married (19%), committed relationship (16.7%), single (7.7%)
 - NextDoor- married (38.1%), single (30.8%), committed relationship (27.8%)
 - Other- single (15.4%), committed relationship (5.6%), married (4.8%)
- Live in Whatcom County
 - Facebook- yes, outside of Bellingham (70%), in Bellingham (54.5%), no (18.2%)
 - Instagram- no (72.7%), in Bellingham (59.1%), outside Bellingham (40%)
 - TikTok- no (27.3%), yes in Bellingham (15.9%), outside Bellingham (10%)
 - Twitter/X - no (36.4%), outside Bellingham (30%), yes in Bellingham (11.4%)
 - Reddit- outside Bellingham (50%), No (36.4%), in Bellingham (31.8%)
 - YouTube- no (18.2%), in Bellingham (13.6%), outside Bellingham (0%)
 - LinkedIn- no (18.2%), in Bellingham (15.9%), outside Bellingham (0%)
 - NextDoor- outside Bellingham (40%), in Bellingham (38.6%), no (05)
 - Other- no (18.2%), in Bellingham (9.1%), outside (0%)
- Employment status
 - Facebook- retired (83.3%), full-time (66.7%), part-time (37.5%), student (8.3%)
 - Instagram- Student (100%), part-time (62.5%), full-time (51.5%), retired (33.3%)
 - TikTok- student (33.3%), full-time (15.2%), part-time (12.5%), retired (0%)
 - Twitter/X - student (33.3%), full-time (18.2%), retired (16.7%), part-time (0%)
 - Reddit- full-time (42.4%), student (33.3%), part-time (25%), retired (16.7%)
 - YouTube- retired (16.7%), part-time (12.5%), student (8.3%), full-time (6.1%)
 - LinkedIn- retired (33.3%), full-time (18.2%), part-time and student both 0%
 - NextDoor- retired (50%), full-time (39.4%), student (25%), part-time (12.5%)
 - Other- retired 950%0, student (8.3%), full-time (3%), part-time (0%)
- Children under 18 at home
 - Facebook- yes (66.7%), no (47.2%)
 - Instagram- no (60.4%), yes (50%)
 - TikTok- both 16.5%
 - Twitter/X- both 17%
 - Reddit- yes (50%), no (32.1%)
 - YouTube- no (15.1%), yes (0%)
 - LinkedIn- both about 15%
 - NextDoor- both about 30%
 - Other- both about 10%
- RQ3. How often do you do the following at/for nonprofits? (volunteer, donate money, donate supplies)
 - Volunteer
 - Totals: never (33.7%), several times a year (25.3%), once a year (24.1%), more than once a month (13.3%), once a month (3.6%)
 - Age:

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- Never- 35-44 47.1%, 18-24 40.8%, 65+ 37.5%, 55-64 29.4%
- Once a year- 18-24 42.3%, 55-65 17.6%, 35-44 11.8%, 65+ 0%
- Several times a year- 55-64 35.3%, 35-44 23.5%, 18-24 23.1%, 65+ 12.5%
- Once a month-55-64 11.8%, 35-44 5.9%, 18-24 & 65+ both 0%
- More than once a month- 65+ 50%, 35-44 11.8%, 55-64 5.9%, 18-24 3.8%
- Pronouns:
 - Never- he/him 47.8%, she/her 23.3%,
 - Once a year- both said about 25%
 - Several times a year- both said about 22%
 - Once a month- both said about 4%
 - More than once a month- she/her 18.6%, he/him 8.7%
- Household income:
 - Never- \$90k+ 41.9%, \$30k-59k 37.5%, \$60k-89k 28.6%, <\$30k 23.8%
 - Once a year- <\$30k 42.9%, \$60k-89k 21.4%, \$30k-59k 18.8%, \$90k 16.1%
 - Several times a year- no change
 - Once a month- all said 0% except, \$90k 9.7%
 - More than once a month- \$60k-89k 21.4%, \$30k-59k 12.5%, <\$30k & \$90k said 9.5/9.7%
- Marital status:
 - Never - married 44.8%, single 33.3%, committed relationship 20%
 - Once a year- committed relationship 30%, single 27.3%, married 17.2%
 - Several times a year- no difference
 - Once a month- no difference
 - More than once a month- committed relationship 20%, single 12.1%, married 10.3%
- Whatcom resident:
 - Never- outside Bellingham 50%, no 41.7%, in Bellingham 28.3%
 - Once a year- no 50%, outside Bellingham 25%, in Bellingham 18.3%
 - Several times a year- in Bellingham 33.3%, outside Bellingham 8.3%, no 0%
 - Once a month- no difference about 5%
 - More than once a month- no difference about 12%
- Employment status:
 - Never- student 42.9%, retired 40%, full-time 32.6%, part-time 27.3%
 - Once a year- part-time 36.4%, student 28.6%, full-time 20.9%, retired 10%
 - Several times a year- student & full-time 28%, part-time 18.2%, retired 10%
 - Once a month- full-time 7%, all others said 0%
 - More than once a month- retired 40%, part-time 18.2%, full-time 11.6%, student 0%
 - Those who are retired volunteer more often
- Children under 18 living at home:
 - Never- all said about 32%
 - Once a year- all said about 23%
 - Several times a year- all said about 23%
 - Once a month - all said about 5%
 - More than once a month- all said about 14%
- Donate money
 - Totals
 - Never & several times a year 33.3%, once a year 16.7%, more than once a month 10.7%, once a month 6%
 - Age
 - Never- 18-24 52%, 35-44 13.5%, 55-64 17.6%, 65+ 8.3%
 - Once a year- 18-24 20%, 35-44 17.6%, 55-64 11.8%, 65+ 8.3%
 - Several times a year- 65+ 50%, 55-64 47.1%, 35-44 41.2%, 18-24 20%
 - Once a month- 65+ 16.7%, 35-44 & 55-64 5.9%, 18-24 4%
 - More than once a month- 55-64 17.6%, 65+ 16.7%, 35-44 11.8%, 18-24 4%
 - Pronouns (she/her & he/him)
 - Never- both said about 30.5%
 - Once a year- both said about 17.5%
 - Several times a year- both said about 35%
 - Once a month- both said about 5%
 - More than once a month- both said about 9%
 - Annual household income
 - Never- <\$30k 70%, \$30k-59k 29.4%, \$60k-89k 26.7%, \$90k+ 16.1%
 - Once a year- \$90k 25.8%, \$60k-89k 13.3%, \$30k-59k 11.8%, <\$30k 10%
 - Several times a year- \$60k-89k 46.7%, \$90k+ 45.2%, \$30k-59k 29.4%, <\$30k 10%
 - Once a month \$30k-59k 11.8%, \$60k-89k 6.7%, <\$30k 5%, \$90k 3.2%
 - More than once a month- \$30k-59k 17.6%, \$90k+ 9.7%, \$60k-89k 6.7%, <\$30k 5%
 - Marital status
 - Never- single 41.2%, committed relationship 36.8%, married 23.3%
 - Once a year- single 20.6%, married 16.7%, committed relationship 10.5%
 - Several times a year- married 43.3%, committed relationship 36.8%, single 20.6%
 - Once a month- committed relationship 15.8%, single 5.9%, married 0%
 - More than once a month- married 16.7%, single 11.8%, committed relationship 0%

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- Whatcom county resident
 - Never– no 58.3%, in Bellingham 29.5%, outside Bellingham 25%
 - Once a year– outside Bellingham 25%, no 16.7%, in Bellingham 14.8%
 - Several times a year– in Bellingham 36.1%, outside Bellingham 33.3%, no 16.7%
 - Once a month– all said about 6%
 - More than once a month– in Bellingham 14.8%, outside Bellingham 8.3%, no 0%
- Employment status
 - Never– student 61.5%, part-time 54.5%, full-time 28.6%, retired 7.7%
 - Once a year– student 23.1%, full-time 19%, part-time 9.1%, retired 0%
 - Several times a year– retired 53.8%, full-time 33.3%, part-time 27.3%, student 7.7%
 - Once a month– retired 15.4%, student 7.7%, full-time 4.8%, part-time 0%
 - More than once a month– retired 23.1%, full-time 14.3%, part-time 9.1%, student 0%
- Children under 18 living at home?
 - Never– all said about 32%
 - Once a year– all said about 16.5%.
 - Several times a year– all said about 33%
 - Once a month– all said about 5%
 - More than once a month– all said about 10.5%
- Donate supplies
 - Age
 - Never– 18-24 48%, 35-44 35.3%, 55-64 31.3%, 65+ 10%
 - Once a year– 55-64 43.8%, 35-44 35.3%, 18-24 24%, 65+ 0%
 - Several times a year– 65+ 60%, 35-44 29.4%, 18-24 28%, 55-64 12.5%
 - Once a month– 65+ 10%, 55-64 6.3%, 18-24 & 35-44 both 0%
 - More than once a month– 65+ 20%, 55-64 6.3%, 18-24 & 35-44 0%
 - Pronouns
 - Never– he/him 47.6%, she/her 27.9%
 - Once a year– she/her 34.9%, he/him 19%
 - Several times a year – both said about 29% with she/her being slightly lower
 - Once a month– both said less than 5%
 - More than once a month– both said less than 10%, she/her had a higher percentage though.
 - Annual household income (<\$30k, \$30k-59k, \$60k-89k, \$90k+)
 - Never– all said about 34%
 - Once a year– <\$30k 36.8%, \$90k+ 31%, \$60k-89k 26.7%, \$30k-59k 17.6%
 - Several times a year– \$30k-59k 47.1%, \$60k-89k 26.7%, <\$30k 26.3%, \$90k+ 24.1%
 - Once a month– all said less than 7%
 - More than once a month– all said less than 7%
 - Marital status
 - Never – all said about 33%
 - Once a year – single 32.4%, married 28.6%, committed relationship 22.2%
 - Several times a year– all said about 30%
 - Once a month– all said under 7%
 - More than once a month– all said under 6%
 - Whatcom county resident
 - Never– no 66.7%, in Bellingham 28.8%, outside bellingham 27.3%
 - Once a year– outside Bellingham 36.4%, in Bellingham 28.8%, no 16.7%
 - Several times a year– outside Bellingham 36.4%, in Bellingham 33.9%, no 16.7%
 - Once a month– all said under 4%
 - More than once a month– all said under 6%
 - Employment status
 - Never– student 53.8%, full-time 37.5%, part-time 27.3%, retired 25%
 - Once a year– part-time 36.4%, full-time 27.5%, student 15.4%, retired 8.3%
 - Several times a year– retired 50%, part-time 36.4%, student 30.8%, full-time (27.5%)
 - Once a month– all said under 10%
 - More than once a month– all said under 10%
 - Children under 18 living at home?
 - Never– yes 42.9%, no 31.1%
 - Once a year– no 32.8%, yes 14.3%
 - Several times a year– all said about 35%
 - Once a month– all said under 5%
 - More than once a month– all said under 5%
- RQ4.What types of nonprofits are you most likely to donate to? (check all that apply)
 - Totals:
 - Hunger relief – 56.8%
 - Environmental – 44.3%
 - Housing support – 38.6%
 - Community services – 37.5%
 - Youth services – 31.8%

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- LGBTQ+ resources – 28.4%
- Animal rights – 27.3%
- Other, please specify – 23.9%
- Health care resources – 21.6%
- International aid – 19.3%
 - Other includes: Academic support programs, Arts, Social support, Disability resources, Faith-based, STEM, Outdoor recreation, Public television/radio, Social justice, Vets, Christmas toy drive, MBPP, Whatcom Community Foundation, Women's rights, Domestic violence, Young families, Women's shelters, and None.
 - Over 50% of people said hunger relief nonprofits are the organizations they are most likely to donate to.
- Age:
 - Hunger relief – 18-24 (73.1%); 55-64 (50.0%); 35-44 (47.1%); 65+ (41.7%)
 - Environmental – 65+ (58.3%); 18-24 (53.8%); 55-64 (44.4%); 35-44 (41.2%)
 - Animal rights – 18-24 (42.3%); 35-44 (23.5%); 55-64 (22.2%); 65+ (0%)
 - Housing support – 18-24 (46.2%); 65+ (41.7%); 35-44 (35.3%); 55-64 (33.3%)
 - Youth services – 65+ (41.7%); 18-24 (38.5%); 35-44 (17.6%); 55-64 (16.7%)
 - Community services – 65+ (66.7%); 35-44 (35.3%); 18-24 (34.6%); 55-64 (16.7%)
 - International aid – 18-24 (34.6%); 65+ (33.3%); 35-44 (17.6%); 55-64 (5.6%)
 - Health care resources – 65+ (41.7%); 18-24 (26.9%); 35-44 (17.6%); 55-64 (11.1%)
 - LGBTQ+ resources – 18-24 (57.7%); 35-44 (29.4%); 55-64 (11.1%); 65+ (8.3%)
 - Other, please specify – 35-44 (41.2%); 55-64 (33.3%); 65+ (25.0%); 18-24 (11.5%)
- Pronouns:
 - Hunger relief – he/him (60%); she/her (50%)
 - Environmental – she/her (50%); he/him (36%)
 - Animal rights – she/her (30.4%); he/him (8.0%)
 - Housing support – she/her (37%); he/him (24%)
 - Community services – she/her (41.3%); he/him (28%)
 - International aid – she/her (19.3%); he/him (4.0%)
 - Health care resources – she/her (23.9%); he/him (8.0%)
 - No other changes
- Household income:
 - Hunger relief – Less than \$30K (66.7%); \$30K - \$59K (66.7%); \$60K - \$89K (53.3%); \$90K+ (48.5%)
 - Environmental – Less than \$30K (52.4%); \$30K - \$59K (50%); \$60K - \$89K (46.7%); \$90K+ (36.4%)
 - Animal rights – Less than \$30K (42.9%); \$30K - \$59K (38.9%); \$90K+ (21.2%); \$60K - \$89K (6.7%);
 - Housing support – \$60K - \$89K (53.3%); Less than \$30K (47.6%); \$30K - \$59K (33.3%); \$90K+ (30.3%)
 - Youth services – \$30K - \$59K (55.6%); Less than \$30K (28.6%); \$90K+ (27.3%); \$60K - \$89K (20%)
 - Community services – \$30K - \$59K (50%); Less than \$30,000 (47.6%); \$60K - \$89K (40%); \$90K+ (24.2%)
 - International aid – Less than \$30K (33.3%); \$30K - \$59K (22.2%); \$60K - \$89K (20%); \$90K+ (9.1%)
 - Health care resources – Less than \$30K (33.3%); \$30K - \$59K (33.3%); \$60K - \$89K (13.3%); \$90,000+ (9.1%)
 - LGBTQ+ resources – Less than \$30K (47.6%); \$30,000 - \$59K (38.9%); \$60K - \$89K (20%); \$90K+ (15.2%)
 - Other, please specify – \$30K - \$59K (33.3%); \$90,000+ (27.3%); \$60K - \$89K (20%); Less than \$30K (9.5%)
- Marital status:
 - Environmental – In a committed partnership (57.1%); Single (45.7%); Married (35.5%)
 - Animal rights – In a committed partnership (42.9%); Single (25.7%); Married (19.4%);
 - Housing support – In a committed partnership (61.9%); Single (34.3%); Married (29.0%);
 - Youth services – In a committed partnership (57.1%); Married (29%); Single (20%)
 - Community services – Single (45.7%); In a committed partnership (33.3%); Married (29%)
 - International aid – Single (25.7%); Married (16.1%); In a committed partnership (14.3%)
 - Health care resources – In a committed partnership (28.6%); Single (25.7%); Married (12.9%)
 - LGBTQ+ resources – In a committed partnership (38.1%); Single (34.3%); Married (16.1%)
- Whatcom resident:
 - Hunger relief – No (66.7%); Yes, in Bellingham (60.3%); Yes, outside Bellingham (28.6%)
 - Environmental – No (50%); Yes, in Bellingham (47.6%); Yes, outside Bellingham (28.6%)
 - Animal rights – No (41.7%); Yes, outside Bellingham (35.7%); Yes, in Bellingham (22.2%)
 - Community services – Yes, outside Bellingham (42.9%); Yes, in Bellingham (38.1%); No (25%)
 - International aid – No (33.3%); Yes, in Bellingham (17.5%); Yes, outside Bellingham (14.3%)
 - Health care resources – ; No (33.3%); Yes, in Bellingham (20.6%); Yes, outside Bellingham (14.3%)
 - LGBTQ+ resources – No (58.3%); Yes, outside Bellingham (28.6%); Yes, in Bellingham (22.2%);
 - Other, please specify – Yes, in Bellingham (27.0%); Yes, outside Bellingham (21.4%); No (16.7%)
- Employment status:
 - Hunger relief – Part-time (81.8%); Full-time (52.3%); Student (64.3%); Retired (42.9%)
 - Environmental – Retired (64.3%); Student (64.3%); Full-time (38.6%); Part-time (36.4%)
 - LGBTQ+ resources – Student (57.1%); Part-time (45.5%); Full-time (22.7%); Retired (7.1%)
 - Animal rights – Part-time (45.5%); Student (28.6%); Full-time (27.3%); Retired (7.1%)
 - Community services – Retired (50%); Full-time (36.4%); Student (35.7%); Part-time (27.3%)
 - Housing support – Full-time (36.4%); Part-time (36.4%); Retired (35.7%); Student (35.7%)
 - Health care resources – Retired (35.7%); Student (35.7%); Part-time (27.3%); Full-time (13.6%)
 - International aid – Student (42.9%); Retired (28.6%); Part-time (18.2%); Full-time (9.1%)
 - Other, please specify – Full-time (31.8%); Retired (28.6%); Part-time (27.3%); Student (7.1%)
- Children under 18 living at home:
 - Hunger relief – No (61.2%); Yes (40.9%)



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- Environmental – No (50.7%); Yes (27.3%)
- Community services – Yes (45.5%); No (34.3%)
- Animal rights – No (29.9%); Yes (18.2%)
- LGBTQ+ resources – No (31.3%); Yes (18.2%)
- Youth services – No (37.3%); Yes (13.6%)
- RQ5. How much have you donated to local nonprofits/charities in the last year?
 - Totals:
 - Nothing – 21.6%
 - \$1-\$49 – 19.3%
 - \$50-\$199 – 19.3%
 - \$200-\$499 – 13.6 %
 - \$1000+ – 13.6 %
 - \$500-\$999 – 12.5%
 - Age:
 - Nothing – 18-24 (46.2%); 35-44 (11.8%); 55-64 (11.1%); 65+ (8.3%)
 - \$1-\$49 – 18-24 (30.8%); 35-44 (23.5%); 55-64 (5.6%); 65+ (0%)
 - \$50-\$199 – 65+ (16.7%); 18-24 (23.1%); 35-44 (11.8%); 55-64 (11.1%)
 - \$200-\$499 – 55-64 (33.3%); 65+ (33.3%); 35-44 (5.9%); 18-24 (0%)
 - \$500-\$999 – 35-44 (29.4%); 65+ (25.0%); 55-64 (16.7%); 18-24 (0%)
 - \$1000+ – 55-64 (22.2%); 35-44 (17.6%); 65+ (16.7%); 18-24 (0%)
 - Pronouns:
 - \$50-\$199 – he/him (28.0%); she/her (13.0%);
 - No other differences based on pronouns
 - Household income:
 - Nothing – Less than \$30,000 (47.6%); \$60,000 - \$89,999 (20.0%); \$90,000+ (12.1%); \$30,000 - \$59,999 (11.1%)
 - \$1- \$49 – Less than \$30,000 (33.3%); \$30,000 - \$59,999 (33.3%); \$90,000+ (9.1%); \$60,000 - \$89,999 (6.7%)
 - \$200-\$499 – \$90,000+ (18.2%); \$60,000 - \$89,999 (20.0%); \$30,000 - \$59,999 (16.7%); Less than \$30,000 (0%)
 - \$500-\$999 – \$90,000+ (24.2%); \$30,000 - \$59,999 (11.1%); \$60,000 - \$89,999 (6.7%); Less than \$30,000 (0%)
 - \$1000+ – \$60,000 - \$89,999 (20.0%); \$90,000+ (18.2%); \$30,000 - \$59,999 (11.1%); Less than \$30,000 (0%)
 - Marital status:
 - \$1-\$49 – In a committed partnership (28.6%); Single (25.7%); Married (6.5%)
 - \$1000+ – Married (22.6%); In a committed partnership (19.0%); Single (2.9%)
 - \$500-\$999 – Married (19.4%); In a committed partnership (9.5%); Single (8.6%)
 - Whatcom resident:
 - Nothing – No (50%); Yes in Bellingham (20.6%); Yes, outside Bellingham (0%)
 - \$1-\$49 – Yes, outside Bellingham (42.9%); No (25%); Yes in Bellingham (12.7%)
 - \$50-\$199 – No (25%); Yes in Bellingham (22.2%); Yes, outside Bellingham (0%)
 - \$1000+ – Yes, outside Bellingham (28.6%); Yes in Bellingham (12.7%); No (0%)
 - \$200-\$499 – Yes in Bellingham (15.9%); Yes, outside Bellingham (14.3%); No (0%)
 - \$500-\$999 – Yes, outside Bellingham (14.3%); Yes in Bellingham (12.7%); No (0%)
 - Employment status:
 - Nothing – Student (64.3%); Part-time (18.2%); Full-time (13.6%); Retired (7.1%)
 - \$1-\$49 – Part-time (36.4%); Student (21.4%); Full-time (18.2%); Retired (0%)
 - \$1000+ – Part-time (18.2%); Full-time (15.9%); Retired (14.3%); Student (0%)
 - \$500-\$999 – Retired (28.6%); Full-time (18.2%); Part-time (0%); Student (0%)
 - \$200-\$499 – Retired (35.7%); Full-time (11.4%); Part-time (9.1%); Student (0%)
 - Children under 18 living at home:
 - \$500-\$999 – Yes (22.7%); No (10.4%)
 - \$1-\$49 – No (22.2%); Yes (9.1%)
 - \$200-\$499 – No (17.9%); Yes (0%)
- RQ6. What qualities do you look for in a nonprofit that you consider before donating or volunteering (check all that apply)
 - Totals
 - The cause – 86.4%
 - Its goals – 71.6%
 - Transparency – 69.3%
 - The people working there – 31.8%
 - Professionalism – 29.5%
 - Other – 13.6%
 - Popular other answers include ensuring most of the money goes to the cause, local impact
 - Age
 - Professionalism – 65+ (33.3%); 18-24 (30.8%); 35-44 (23.5%); 55-64 (22.2%)
 - The cause – All 88% except 65+ (75%)
 - People working there – All about 25% except 65+ (66.7%)
 - Transparency – 65+ (83.3%); 18-24 (76.9%); 35-44 (76.5%); 55-64 (61.1%)
 - Goals – 18-24 and 35-44 (77%); 55-64 (61.1%); 65+ (58.3%)

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- Pronouns
 - Transparency – she/her (76.1%); he/him (48%)
 - Other – she/her (17.4%) 2x more than he/him (8%)
 - No other differences based on pronouns
- Income
 - Professionalism – All around 25% except \$30K-\$59K (38.9%)
 - Cause – All around 90% except \$30K-\$59K (77.8%)
 - People – \$60K-\$89K (46.7%); <\$30K (33.3%); \$30K-\$59K/ \$90K+ (27%)
 - Transparency – decreases as income increases from \$76.2% (<\$30K) to 63.6% (\$90K+)
 - Other – \$90K+ (21.2%); \$30K-\$59K (11.1%); <\$30K (9.5%); \$60K-\$89K (6.7%)
- Marital status
 - Professionalism – Committed relationship (42.9%); Married/Single (25%)
 - People working there – Single (37.1%); Married (32.3%); Committed relationship (23.8%)
 - Goals – Single (82.9%); Married (67.7%); Committed relationship (61.9%)
 - No other differences based on marital status
- Whatcom resident
 - Professionalism – In Whatcom around 30%; not in Whatcom 16.7%
 - Cause – Bellingham (88.9%); Whatcom (85.7%); Outside Whatcom (75%)
 - People – Bellingham (34.9%); Whatcom (28.6%); Outside Whatcom (16.7%)
 - Transparency – Bellingham (71.4%); Whatcom (64.3%); Outside Whatcom (58.3%)
 - Goals – Whatcom (78.6%); Bellingham (71.4%); Outside Whatcom (66.7%)
 - No difference for Other based on residency
- Employment status
 - Professionalism – Part-time (36.4%); Full-time (29.5%); Student (28.6%); Retired (21.4%)
 - Cause – Student (100%); Part-time (90.9%); Full-time (86.4%); Retired (71.4%)
 - People – Retired (57.1%); Full-time (21.8%); Student (21.4%); Part-time (18.2%)
 - Transparency – Retired/Student (78.6%); Full-time (68.2%); Part-time (54.5%)
 - Goals – Student (78.6%); Full-time (75%); Part-time/Retired (64%)
 - Other – Retired (28.6%); Student/Full-time (around 14%); Part-time (9.1%)
- Children under 18 living at home
 - Professionalism – No kids (31.3%); Yes (22.7%)
 - No other differences based on children living at home
 - Note – We could have just said no differences as 31 isn't 10% higher – but it is close so we included it.
- RQ7: How much do you agree or disagree with the following statement? "Food insecurity is a pressing issue in our community."
 - Totals:
 - Strongly Agree – 50%
 - Agree – 35.2%
 - Neither Agree nor Disagree – 9.1%
 - Disagree – 3.4%
 - Strongly Disagree – 2.3%
- Age:
 - Strongly Agree – 18-24 (61.5%); 35-44 (52.9%); 55-64 (50%); 65+ (33.3%)
 - Agree – 65+ (41.7%); 35-44 (41.2%); 55-64 (27.8%); 18-24 (30.8%)
 - Neither Agree nor Disagree – 55-64 (16.7%); 65+ (16.7%); 35-44 (5.9%); 18-24 (0%)
- Pronouns:
 - Agree – she/her (43.5%), he/him (28%)
 - No other difference based on pronouns
- Household income:
 - Strongly Agree – Less than \$30K (81.0%); \$30K - \$59K (61.1%); \$90K+ (39.4%); \$60K - \$89K (20.0%)
 - Agree – \$60K - \$89K (60.0%); \$90K+ (42.4%); \$30K - \$59K (27.8%); Less than \$30K (14.4%)
 - Neither Agree nor Disagree – \$60K - \$89K (13.3%); \$90K+ (12.1%); \$30K - \$59K (11.1%); Less than \$30K (0%)
 - No other difference based on household income
- Marital status:
 - Strongly Agree – Single (65.7%); In a committed partnership (42.9%); Married (38.7%)
 - Agree – In a committed partnership (42.9%); Married (41.9%); Single (25.7%)
 - No other difference based on marital status
- Whatcom resident:
 - Strongly Agree – No (75%); Yes, outside Bellingham (50%); Yes, in Bellingham (44.4%)
 - Agree – Yes, outside Bellingham (42.9%); Yes, in Bellingham (36.5%); No (16.7%)
 - Neither Agree nor Disagree – Yes, in Bellingham (14.3%); Yes, outside Bellingham (0%); No (0%)
 - No other difference based on residential status
- Employment status:
 - Strongly Agree – Part-time (72.7%); Full-time (45.5%); Retired (21.4%)
 - Agree – Retired (50%); Full-time (34.1%); Part-time (27.3%)

Research Paper Outline

- Neither Agree nor Disagree – Retired (21.4%); Full-time (13.6%); Part-time (0%)
- No other difference based on employment status
- RQ8 How familiar are you with hunger relief services? (check all that apply)
 - Totals:
 - I've never used them but I know of them – 52.3%
 - I've used them in the past – 26.1%
 - Someone close to me uses them – 15.9%
 - I've never used them and don't know of them – 9.1%
 - I use them occasionally – 6.8%
 - I use them regularly – 4.5%
 - Age:
 - I've never used them but I know of them – 44-54 (71.4%); 65+ (58.3%); 35-44 (41.2%); 18-24 (38.5%)
 - I've used them in the past – 18-24 (30.8%); 35-44 (29.4%); 65+ (25%)
 - Someone close to me uses them – 35-44 (35.3%); 65+ (16.7%); 44-54 (14.3%); 18-24 (7.7%)
 - I use them occasionally – 35-44 (17.6%); 65+ (8.3%); 18-24 (7.7%)
 - I've never used them and don't know of them – 44-54 (28.6%); 18-24 (15.4%); 35-44 (5.9%)
 - Pronouns:
 - I've used them in the past – he/him (32%); she/her (21.7%)
 - Someone close to me uses them – she/her (21.7%); he/him (8%)
 - No other differences based on pronouns
 - Household income:
 - I've never used them but I know of them – \$90K+ (72.7%); \$60K - \$89K (60%); \$30K - \$59K (38.9%); Less than \$30K (23.8%)
 - I've used them in the past – \$30K - \$59K (50.0%); Less than \$30K (28.6%); \$60K - \$89K (26.7%); \$90K+ (12.1%)
 - Someone close to me uses them – \$60K - \$89K (26.7%); Less than \$30K (19.0%); \$90K+ (12.1%); \$30K - \$59K (11.1%)
 - I've never used them but I know of them – Less than \$30K (19.0%); \$90K+ (12.1%); \$60K - \$89K (0%); \$30K - \$59K (0%)
 - I use them occasionally – \$60K - \$89K (13.3%); \$30K - \$59K (11.1%); Less than \$30K (9.5%); \$90K+ (0%)
 - I use them regularly – Less than \$30K (14.3%); \$90K+ (3.0%); \$60K - \$89K (0%); \$30K - \$59K (0%)
 - Marital status:
 - I've never used them but I know of them – Single (45.7%); In a committed partnership (38.1%); Married (16.1%)
 - I've used them in the past – In a committed partnership (38.1%); Single (28.6%); Married (16.1%)
 - Someone close to me uses them – Single (17.1%); Married (16.1%); In a committed partnership (9.5%)
 - No other differences based on marital status
 - Whatcom resident:
 - I've never used them but I know of them – Yes, in Bellingham (55.6%); Yes, outside of Bellingham (42.9%); No (41.7%)
 - I've never used them and don't know of them – Yes, outside of Bellingham (21.4%); No (16.7%); Yes, in Bellingham (4.8%)
 - No other differences based on marital status
 - Employment status:
 - I use them occasionally – Retired (14.3%); Student (7.1%); Full time (4.5%); Part-time (0%)
 - I've used them in the past – Part-time (45.5%); Full time (22.7%); Student (21.4%); Retired (14.3%)
 - Someone close to me uses them – Full Time (18.2%); Part-time (18.2%); Retired (7.1%); Student (7.1%)
 - I've never used them but I know of them – Retired (64.3%); Full time (59.1%); Student (57.1%); Part-time (18.2%)
 - I've never used them and don't know of them – Part-time (18.2%); Retired (14.3%); Student (7.1%); Full-time (4.5%)
 - Children under 18 living at home:
 - I use them occasionally – No (10.4%); Yes (0%)
 - I've used them in the past – No (28.4%); Yes (18.2%)
 - No other changes
- RQ9: Have you heard of Calypso Kitchen?
 - Totals
 - No: 69.3%
 - Yes, but I don't know what they do: 15.9%
 - Yes, I know of them: 11.4%
 - Yes and I have used their services: 3.4%
 - Age
 - No: 65+ (83.3%); 18-24 (80.8%); 55-64 (66.7%); 35-44 (35.3%)
 - Yes, but I don't know what they do: 35-44 (35.3%); 18-24, 55-64 (11%); 65+ (8.3%)
 - Yes, I know of them: 55-64 (22.2%); 35-44 (11.8%); 65+ (8.3%); 18-24 (7.7%)
 - Yes and I have used their services: 35-44 (17.6%); all other age demographics (0.0%)
 - Pronouns
 - No: he/him (84%); she/her (56.5%)
 - Yes, but I don't know what they do: she/her (21.7%); he/him (8.0%)
 - Yes, I know of them: she/her (15.2%), almost twice as high as he/him (8.0%)
 - Yes and I have used their services: she/her (6.5%); he/him (0.0%)
 - Household income
 - No: Less than \$30,000 (81.0%); \$30,000 - \$59,999 (77.8%); \$90,000+ (63.6%); \$60,000 - \$89,999 (60.0%)

Research Paper Outline

- Yes, but I don't know what they do: \$30,000 - \$59,999 (22.2%); \$90,000+ (18.2%); Less than \$30,000 (14.3%); \$60,000 - \$89,999 (6.7%)
- Yes, I know of them: \$60,000 - \$89,999 (26.7%); \$90,000+ (12.1%); Less than \$30,000 (4.8%); \$30,000 - \$59,999 (0.0%)
- Yes, and I have used their services: \$60,000+ (6%); \$59,999 and below (0.0%)
- Marital status
 - No: Single (77.1%); In a committed partnership but not married (66.7%); Married (64.5%)
 - Yes, and I have used their services: Married (9.7%); all other (0.0%)
 - No other differences based on marital status
- Are you a resident of Whatcom County?
 - No: No (91.7%); Yes, outside Bellingham (71.4%); Yes, in Bellingham (65.1%)
 - Yes, but I don't know what they do: Yes, in Bellingham (19.0%); Yes, outside Bellingham (14.3%); No (0.0%)
 - Yes, and I have used their services: Yes, in Bellingham (4.8%); All other (0.0%)
 - No other differences based on Whatcom County residency
- Employment status
 - No: Retired, Student (85.7%); Part-time (72.7%); Full-time (59.1%)
 - Yes, but I don't know what they do: Full-time (20.5%); Part-time (9.1%); Retired, Student (7.1%)
 - Yes and I have used their services: Part-time (9.1%); Full-time (4.5%); Retired, Student (0.0%)
 - No other differences based on employment status
- Children under 18 at home
 - No: No (73.1%); Yes (59.1%)
 - Yes, I know of them: Yes (18.2%); twice as many as No (9.0%)
 - Yes, and I have used their services: Yes (9.1%); No (1.5%)
 - No other differences based on children
- RQ10: Have you heard of PNW Plateful?
 - Totals
 - No: 90.9%
 - Yes, but I don't know what they do: 5.7%
 - Yes and I know exactly what they do: 3.4%
 - Age
 - No: 65+ (100.0%); 18-24 (88.5%); 55-64 (83.3%); 35-44 (88.2%)
 - Yes, but I don't know what they do: 35-44 (11.8%); 18-24 (7.7%); 55-64 (5.6%); 65+ (0.0%)
 - Yes and I know exactly what they do: 55-64 (11.1%); 18-24 (3.8%); 35-44, 65+ (0.0%)
 - Pronouns
 - No differences based on pronouns
 - Annual household income
 - Yes, but I don't know what they do: \$60,000 - \$89,999 (13.3%); Less than \$30,000 (4.8%); \$30,000 - \$59,999 (5.6%); \$90,000+ (3.0%)
 - No other differences based on income
 - Marital status
 - No differences based on marital status
 - Whatcom County residency
 - No: Yes, outside Bellingham (100.0%); Yes, in Bellingham (93.7%); No (66.7%)
 - Yes, but I don't know what they do: No (25.0%); Yes, in Bellingham (3.2%); Yes, outside Bellingham (0.0%)
 - Yes, and I know exactly what they do: No (8.3%); Yes, in Bellingham (3.2%); Yes, outside Bellingham (0.0%)
 - Employment status
 - No: Retired, Part-time (100.0%); Student (92.9%); Full-time (88.6%)
 - Yes, but I don't know what they do: Student (7.1%); Full-time (4.5%); Retired, Part-time (0.0%)
 - Yes, and I know exactly what they do: Full-time (6.8%); All other (0.0%)
 - Children under 18 living at home
 - No differences based on children
- RQ11: How did you hear about [PNW Plateful]? (Check all that apply)
 - Totals (only 9 out 100 had heard of PNW Plateful so only totals for this question)
 - Word of mouth: 75%
 - Flyers/posters: 25%
 - Other: 12.5%
 - "Other" reason cited: work with them
 - All other (radio, social media, newspaper): 0%
- RQ12: How interested are you in learning more about PNW Plateful?
 - Totals
 - Slightly: 40.9%
 - Moderately: 28.4%

Research Paper Outline

- Not at all: 21.6%
- Very: 9.1%
- Age
 - Not at all: 35-44 (41.2%); 55-64 (22.2%); 18-24 (15.4%); 65+ (8.3%)
 - Slightly: 18-24 (61.5%); 65+ (50.0%); 55-64 (16.7%); 35-44 (11.8%)
 - Moderately: 55-64 (55.6%); 65+ (33.3%); 35-44 (29.4%); 18-24 (15.4%)
 - Very: 35-44 (17.6%); 65+ (8.3%); 18-24 (7.7%); 55-64 (5.6%)
- Pronouns
 - Not at all: he/him (40.0%); she/her (13.0%)
 - Very: she/her (13.0%); he/him (0.0%)
 - No other differences based on pronouns
 - Annual household income
 - Not at all: \$90,000+ (33.3%); \$60,000 - \$89,999 (20%); \$30,000 - \$59,999 (16.7%); Less than \$30,000 (9.5%)
 - Slightly: Less than \$30,000 (61.9%); \$30,000 - \$59,999 (44.4%); \$60,000 - \$89,999 (33.3%); \$90,000+ (27.3%)
 - No other differences based on income
- Marital status
 - Not at all: Married (32.3%); Single (17.1%); In a committed partnership but not married (9.5%)
 - Slightly: In a committed partnership but not married (52.4%); Single (48.6%); Married (25.8%)
 - Moderately: Married (35.5%); Single (28.6%); In a committed partnership but not married (19.0%)
 - Very: In a committed partnership but not married (19.0%); Married (6.5%); Single (5.7%)
- Whatcom County residency
 - Not at all: Yes, outside Bellingham (42.9%); Yes, in Bellingham (17.5%); No (16.7%)
 - Slightly: No (66.7%); Yes, in Bellingham (38.1%); Yes, outside Bellingham (28.6%)
 - Moderately: Yes, in Bellingham (36.5%); Yes, outside Bellingham (14.3%); No (8.3%)
 - No other differences based on Whatcom County residency
- Employment status
 - Not at all: Full-time (27.3%); Retired, Student (21.4%); Part-time (9.1%)
 - Slightly: Student (50%); Part-time (45.5%); Full-time (36.4%); Retired (28.6%)
 - Moderately: Retired (42.9%); Full-time (29.5%); Student (28.6%); Part-time (18.2%)
 - Very: Part-time (27.3%); Retired (7.1%); Full-time (6.8%); Student (0%)
- Children under 18 living at home
 - Not at all: Yes (40.9%); No (14.9%)
 - Slightly: No (44.8%); Yes (27.3%)
 - No other differences based on children
- Concluding interpretations
 - Key finding #1: The majority of people do not know of Calypso Kitchen (69.3%) and even more do not know of PNW Plateful (90.9%)
 - Generally, higher-income people aged 35-64 are more likely to be familiar with one or both organizations
 - Employment status, marital status and children seem to reflect age and income trends
 - There is no logical trend of awareness based on Whatcom County residency
 - Of those who are familiar with PNW Plateful, most learned about them by word of mouth (75%), followed by posters/flyers (25%)
 - This is important because our target demographic uses social media (primarily Instagram and Facebook), so it will be useful to promote awareness on those platforms to increase awareness
 - We will also focus on flyers
 - Key finding #2: Most people are only slightly (40.9%) or moderately (28.4%) interested in learning more about PNW Plateful
 - People using she/her pronouns are more likely than those using he/him pronouns to be interested in learning more about PNW Plateful
 - There are no discernible, logical trends of interest based on other demographics
 - This is important because, by spreading awareness about PNW Plateful, people may be more interested in learning more about the organization
 - Key findings #3: (from RQ1) People use flyers and posters the most to find out about fundraisers and community events, social media is a close second. Radio is not a popular form of information other than local news for older demographics or for those living outside Whatcom County. Social media is the most popular way to learn about general information with newspapers being the most popular for local news.
 - People outside of Bellingham in Whatcom County are more likely to use the newspaper for information.
 - she/her pronouns use social media more than he/him pronouns for information
 - Older demographics tend to use the radio more than younger demographics for information.
 - he/him pronouns are more likely to get information from the news
 - People with higher incomes (\$90k+) use the radio more often for news.
 - People outside Bellingham are more likely to use the radio for information
 - All age demographics mostly find out about community events and fundraisers on flyers or posters. Hardly any of the demographics find out about nonprofits from flyers or posters
 - People who use he/him pronouns find information from posters more than people who use she/her
 - Lower-income households use flyers for information more than higher-income households
 - We can use flyers to help spread awareness of any sort of event or fundraiser
 - We don't need to focus too much on the radio but one or two PSAs might be helpful

Research Paper Outline

- Social media templates and guides are needed
 - This will be the best and quickest way to get awareness about PNW Plateful to our audience.
- Key finding #4 from RQ2 Facebook is the most popular social media platform for older demographics.
 - 65+ use Facebook more than other age demographics
 - Younger demographics use Instagram and TikTok and Twitter/X more than older demographics
 - Both people using she/her and he/him pronouns use Facebook and Instagram about the same amount
 - About 60% of households with an income of over \$90,000 use Instagram and Facebook
 - People who have kids use Facebook more than those who don't
 - People who are retired use Facebook more than other demographics, people who are retired and students are more likely to use social media for information
 - Facebook should be focused on reaching target audiences.
 - It is important to know so we can make sure we focus on the correct place to reach our target audience.
- Key findings #5 RQ3 Older demographics and people using she/her pronouns tend to donate money, supplies and time more often than younger demographics.
 - Those using she/her pronouns donate supplies more often
 - Older demographics donate supplies more often
 - Those who are retired donate money more often
 - People in Bellingham donate money more often
 - Households with higher incomes donate more often
 - Older demographics donate money more often than younger demographics
 - People who live in Bellingham/Whatcom County are volunteer more often
 - People using she/her pronouns are volunteer more often than people using he/him pronouns
 - People who are older volunteer more often. 65+ volunteer more than any other age group.
 - We need to focus on the ways older demographics get information so we can reach them. This means using Facebook and perhaps stories in the local paper
- Key finding #6: (from RQ4) Over 50% of people surveyed are most likely to donate to hunger relief nonprofits.
 - People aged 18-24 are the most likely to donate to hunger relief nonprofits at 73%, with interest exceeding 40% in all other age groups.
 - Individuals with he/him pronouns are the most likely to donate to hunger relief nonprofits.
 - Those with incomes less than \$30K and between \$30K-\$59K are most likely to donate to hunger relief nonprofits.
 - People living outside Whatcom County are 7% more likely to donate to hunger relief nonprofits than Bellingham residents.
 - Part-time workers are most likely to donate to hunger relief nonprofits.
 - Individuals without children under 18 living at home are most likely to donate to hunger relief nonprofits.
 - People who are more aware of the problem or closer to it (lower-income households) are more likely to donate. We need to get older demographics more aware and show them the problem.
 - We can create posting templates for Facebook and Instagram
- Key findings#7 (from RQ 7) People agree that food insecurity is a problem in the Whatcom County community
 - Over 50% of people surveyed agree with the statement "Food insecurity is a pressing issue in our community."
 - People in the age range of 18-24 are most likely to strongly agree with this statement
 - Demographics ranging from 25-64 would strongly agree around 50% of the time.

Thank You For Reading

On behalf of everyone at Gemini Communications, thank you for considering our proposal. The three of us thoroughly enjoyed getting to know PNW Plateful and we hope our campaign offers a clear roadmap to achieving your goals.

Sincerely,

A handwritten signature in black ink that reads "Jase Picanso". The script is fluid and cursive, with the first letters of each word being capitalized and prominent.

Jase Picanso

A handwritten signature in black ink that reads "Thalia Coulter". The script is cursive, and there is a small heart symbol drawn above the letter 'i' in "Thalia".

Thalia Coulter

A handwritten signature in black ink that reads "Sophie Bechkowiak". The script is highly stylized and cursive, with long, sweeping lines.

Sophie Bechkowiak



