



F.A.R.M. Cafe Final Campaign Book

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COM 4318: Public Relations Campaigns

Department of Communication at Appalachian State University

To F.A.R.M. Cafe,

Thank you for giving New Horizons the chance to learn more about your organization as well as the opportunity to promote its mission and values. This opportunity allowed New Horizons to exercise what we learned in our classroom settings and apply it to F.A.R.M. Cafe. We hope this plan is helpful in boosting F.A.R.M. Cafe's customer frequency and the overall awareness of the organization among Appalachian State's population. Provided in this campaign plan is an organizational analysis, research conducted by New Horizons and media content and tactics to improve the public relations for F.A.R.M. Cafe. Thank you again for the opportunity to help promote F.A.R.M. Cafe and develop our communication and public relations skills further. New Horizons is eager to see how F.A.R.M. Cafe will continue to grow as an organization.

Sincerely,

Joe Lavis  
Account Manager  
New Horizons

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## **I. Executive Summary of the Campaign**

F.A.R.M. Cafe's mission of feeding all regardless of means is imperative to Watauga county where food insecurity troubles those living below the poverty line. Boone, NC is home to a population of more than 17,000 students attending Appalachian State University. Our team, New Horizons, devised this campaign plan to assist the client with their lack of brand awareness among current students who are not familiar with the mission and operations of F.A.R.M. Cafe.

Using various goals, objectives and tactics, New Horizons has organized a campaign plan to assist in F.A.R.M. Cafe's efforts within Appalachian State University (ASU). Following an analysis of a sample of the student-body of ASU, it was determined that a large demographic in the community was not being reached as potential customers. A majority of students are not aware of the operations of F.A.R.M. Cafe and how their mission serves to fight hunger in the High Country. Research shows that those who are not interacting with the restaurant would do so given more information and incentive. Due to this information, the primary goal of New Horizons' campaign became increasing engagement on social media platforms and attendance in the restaurant particularly among ASU students.

The focus of our campaign is the proposed event, Buy App Lunch. The event will closely tie to the event, Buy Boone Lunch, using some of the same operation tactics. Partnering with Appalachian State organizations, departments and affiliates, F.A.R.M. Cafe will host an on-campus event where they will move restaurant operations to Sanford Mall. New Horizons has provided content specific to the Buy App Lunch event including a media kit, information sheets, and media content. A social media strategy outlines the proper use of the provided materials. Utilizing tools provided by Instagram, F.A.R.M. Cafe will be able to increase their following on the social media platform and the level of engagement provided by students. Interaction among sororities, fraternities, clubs and departments will properly make use of the networking

opportunities supplied by the university. The use of resources provided by the university, local organizations and the community of Boone will bring more visibility to F.A.R.M. Cafe and its mission.

The event, Buy App Lunch, is intended to happen annually and become a staple to ASU's campus during the fall and spring semesters. Our goal is to encourage students to engage with the inclusive community whose goal is to solve food insecurity by eating at F.A.R.M. Cafe and feeling good while doing it. The outlined campaign plan should be altered according to the specifics of the situation at-hand but should be used as a reference. Using the suggestions, content and directions provided in this campaign plan, F.A.R.M. Cafe's interaction with the student-body of Appalachian State University will improve.

## **II. Situation Analysis**

### Executive Summary

F.A.R.M. Cafe's ultimate mission is to feed as many people in need as possible. By bringing in more business, they will achieve this goal while also extending the organization's reach to the student population. Their business approach is to have a friendly environment that provides nutritious essentials while emphasizing the value of community.

The current position of the company in regards to effectively practicing it's desired business approach is that there is a need for F.A.R.M. Cafe to improve their public relations. F.A.R.M. Cafe has expanded its social media efforts with the focus primarily on Instagram and Facebook. Each day they post the daily menu item, which is a great step toward reaching out to their target demographic of Appalachian State University students. The client mentioned their concern of how to approach the situation of being in a college town that has a rapidly changing student population.

Regarding internal factors, F.A.R.M. Cafe's mission is to build a healthy and inclusive community by providing high quality and delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means. F.A.R.M. Cafe's values include feeding everyone, no waste, no bells and whistles, just the essentials and friendly service, according to their website. The vision of the nonprofit is to eliminate hunger in the high country. This pay-what-you-can restaurant offers customers the option of getting a small plate or a big plate, with suggested donations of \$7 and \$10, respectively. The Cafe is open 11 a.m. to 2 p.m. for lunch and run by primarily by volunteers.

A theme for the external factors is the presence of huge environmental trends that affect F.A.R.M. Cafe. On the website, F.A.R.M. Cafe puts an emphasis on eating organic, offering vegan/vegetarian options and using local farms and resources for their food supply. It has been

observed that a lot of people follow social media trends such as making healthy lifestyle choices like going vegan or eating organic. Those same people also tend to support charitable causes and local businesses that follow similar values. F.A.R.M. Cafe is located on King Street which provides a huge number of competitive forces. Located in close proximity to other nonprofits, F.A.R.M. Cafe has to compete with those in Boone and Watauga county for donations. The two biggest oppositions it faces is the Hunger and Health Coalition and Hospitality House of Boone. Both nonprofits provide a similar service for poverty stricken and food-insecure people.

F.A.R.M. Cafe could potentially face challenges such as people seeing the food as unclean since it is not purchased from a grocery store. This problem could lead to F.A.R.M. Cafe being perceived as a soup kitchen rather than a cafe, which in turn could repel certain demographics. Tourists, upper and upper-middle class populations could find this unappealing when searching for a place to eat. The biggest issue at hand is not having enough students who are aware of how the cafe works or have a misunderstanding of the mission and values of the restaurant. As a nonprofit, F.A.R.M. Cafe runs mostly on donations which leaves little budget for marketing materials and branding on social media.

The various publics that are relevant to the branding of F.A.R.M. Cafe are the student body of Appalachian State University, the board and staff of the cafe and partners associated with the nonprofit. Engaging the student body will stem from assistance from F.A.R.M. Cafe while also benefiting its progression. Expanding the reach to the student body will increase the overall community awareness towards the cafe and help in remaining true to their mission of feeding all regardless of means.

The largest obstacle that F.A.R.M. Cafe faces, in relation to this campaign, is the time restraint. Having only a semester to fulfill our goals limits the capabilities our team has to fully expand F.A.R.M Cafe's engagement with the student-body. The inability to see the results of the

campaign will result in the need for future facilitators to continue the work outlined in this plan. Sources were utilized from the internet that represented F.A.R.M. Cafe through different news articles, videos, and reviews.

Overall, brand awareness is the area that needs to be focused on in order to expand this business. Ideally, this campaign will generate more sales and donations, particularly among the student population. The campaign is expected to raise awareness of the business and create a positive reputation among the community of students at Appalachian.

### **Problem Statement**

F.A.R.M. Cafe has a lack of brand awareness concerning current students who are unaware that it is an affordable and unique place to eat. Having more student diners will help to achieve F.A.R.M. Cafe's mission and vision of eliminating hunger in The High Country.

### **Internal Factors**

#### Mission:

To build a healthy and inclusive community by providing high quality and delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means. This mission is important because it creates a brand that mixes entrepreneurship and community involvement.

#### Values:

F.A.R.M. Cafe's values include feeding everyone, no waste, no bells and whistles, and focusing on the essentials with friendly service.

Vision:

F.A.R.M. Cafe's vision is to eliminate hunger in the High Country. This issue is important because food insecurity is a prevalent issue for many people in Watauga county.

Organizational History and Structure:

F.A.R.M. Cafe, as a pay-what-you-can restaurant, offers customers the option of getting a small plate or a big plate, with suggested donations of \$7 and \$10, respectively. You can add more money to donate or pay less if you can't afford it (these prices include the suggested donation). It is open 11-2, Monday through Friday, for lunch. The restaurant is primarily run by volunteers and has redeemable tokens that patrons may purchase to pay for someone else's meal.

Funding:

“A total of \$42,392 in donations were received in 2015. A total of \$17,023 in fundraising revenue was generated through special events and sponsorship” (F.A.R.M. Cafe By the Numbers). The restaurant has limited room for financial growth since they are only open 15 hours a week and are donation based.

**External Factors**Relevant Environmental Trends:

- Social Media, Eating Organic, Local Farms/Food , Vegan, Non-Profit, Helping the Community
  - The largest environmental trend that is working for F.A.R.M. Cafe is offering vegan options. Fox, for Forbes, says “[Veganism is] no longer relegated to the fringes of society where for so long it was mocked for being ‘weird’ or ‘extreme’, veganism is going mainstream.” Sales of plant-based food in the US went up by 8.1% during the past year, topping \$3.1 billion, according to research carried out

by Nielsen for the Plant Based Foods Association and the Good Food Institute.

More people are beginning to look for vegetarian options and with F.A.R.M. Cafe offering a vegetarian-friendly menu, it puts them in the running for becoming the go-to restaurant on King Street.

#### Relevant Environmental Issues:

- An increase in people's concern for their health and lifestyle changes such as going vegan and/or eating organic. According to Gagliardi of Forbes, "Some 88% of those polled are willing to pay more for healthier foods. All demographics—from Generation Z to Baby Boomers--say they would pay more for healthy foods, including those that are GMO-free, have no artificial coloring/flavors and are deemed all natural. This idea of using food to manage health may, in part, help explain growing consumer interest in fresh, natural and organic products." Given these statistics, F.A.R.M. Cafe should not have any trouble in selling their organic and vegan options. Brown touches on how they partner with and support local farms and farmers through means of acquiring produce. Brown also mentioned the concern of poverty among Watauga county residents. The biggest issue he touched on is the idea of the "lack" of food. There is plenty of food but people see it as dirty and not "fresh" so food is often thrown out. F.A.R.M. Cafe utilizes this food in various ways throughout the week in their daily menu.

#### Competing Forces/Competitors:

- Melonie's, Appalachian State, Macado's, Boone Bagelry, Jimmy John's, Sabeing, Boone Saloon, Kindly Kitchen, Cafe Portofino's, Our Daily Bread, Black Cat Burrito, Lost Providence, Wild Craft Eatery. These are all possibilities for people to eat in the same vicinity as F.A.R.M. Cafe.

- These competitors all offer a larger time frame for eating. The largest threat is Melonie's, being a very well known breakfast and lunch spot in Boone. Due to the similar hours of business, people may choose this restaurant over F.A.R.M. Cafe simply because they have previously heard more about it.
- Hunger and Health Coalition, Hospitality House, Wine to Water, and other nonprofits in Boone.
  - Although they are affiliates of F.A.R.M. Cafe, these nonprofits take away from the donations and grants available to the restaurant.

### Challenges:

People may see F.A.R.M. Cafe as a soup kitchen and not a viable restaurant option. Judkis from the Washington post has written about a similar establishment saying, "They feed the needy and the non-needy side by side, giving low-income people the chance to eat a nutritious sit-down meal somewhere other than a soup kitchen." She writes about how many people do not understand the concept unless they actually go in and experience the restaurant. This could result in a lack of business from ASU students who may be hesitant to try F.A.R.M. Cafe because they already have a meal plan, might perceive it as a soup kitchen or just have not heard of the organization. Student absence leads to other challenges mentioned by Brown such as how expensive it is to advertise on campus. Brown also said F.A.R.M. Cafe has plenty of student volunteers but no student interaction when it comes to dining there.

### Relevant Publics

The student body of Appalachian State University makes up the larger percentage of the population in Boone. The U.S. Census Bureau reported the population of Watauga County to be 55,000 while Appalachian State's enrollment reached 17,000 students in 2017. The student

population resides primarily within the Boone city limits and within a close proximity to the university. In addition, 65.9% of the population is made up of those between the ages of 18 and 24 (U.S. Census Bureau, 2017). According to the Pew Research Center, college towns benefit from students being included in a town's census. Legislature and demographics are affected resulting in changes in infrastructure and funding for local organizations ("College Students Count," 2010). This being said, college students would be the primary demographic that would benefit F.A.R.M. Cafe due to the heavy concentration in the Boone community. Their increased awareness towards F.A.R.M. Cafe's mission will help to spread the word of the services provided to those in need and those looking for a delicious meal.

The board, staff, and volunteers at F.A.R.M. Cafe are necessary for the cafe to run efficiently and provide service to their customers. They will be essential in creating a plan that will help F.A.R.M. Cafe move forward in the community. Forming a brand for the cafe will require an understanding of the logistics of this business, which will be provided by the staff. The volunteers, who are often students, will be utilized for current and future efforts to publicize the mission of F.A.R.M. Cafe.

The organizations and community members associated with F.A.R.M. Cafe will also be positively affected by its promotion to the student body. Sponsors will be useful in promotion tactics as well as bringing in various publics that are not involved with the cafe.

## **S.W.O.T Analysis**

### Strengths

- The organization provides food to all regardless of means (The acronym for F.A.R.M. is Feed All Regardless of Means).

- F.A.R.M. Cafe updates their social media sources everyday. This allows people to be engaged with what is on the menu as well as have a chance to see a visual of the food.
- F.A.R.M. Cafe offers vegetarian and vegan options. Having these options makes it more accessible to those with dietary restrictions as well as providing healthier options.
- F.A.R.M. Cafe has an ideal location on King Street in downtown Boone. King Street is central area for tourist as well as having the restaurant located in this area makes it more likely to be seen by others walking by.
- The food used in the restaurant is from local sources. Local food sources will give Boone tourists a more incentive to eat at F.A.R.M. Cafe while on vacation by only being able to eat this type of food in the high country, making it a more unique experience.

#### Weakness

- A weakness for F.A.R.M. Cafe includes their limited hours. It is open Monday through Friday from 11-2. Being open for a limited time makes it difficult for people to be able to eat at F.A.R.M. Cafe if it does not fit their schedules or if they are not keeping up on the time.
- The building it is located in is old, limiting the capabilities with technology advantages. With times becoming more quick with technology, not having a building that is capable to keep up these advantages could make it harder for the restaurant to continue to grow.
- The menu continuously changes daily. Where the menu constantly changes, some customers might feel like they might not like the food everyday and want to eat somewhere where they know they are definitely going to enjoy what they are eating.
- F.A.R.M. Cafe is not necessarily advertised as a student hangout, although it is located centrally to Appalachian State University. Being in a college town, it is important to advertise to students and provide a space where they can study or eat with friends.

## Opportunities

- F.A.R.M. Cafe could expand more on social media. With an expansion on social media it could supply a better way to communicate with college students at Appalachian State as well as to inform a larger audience on their mission, vision, and values.
- The client could use different angles of marketing points other than food regardless of means. F.A.R.M. Cafe could support marketing more on the quality of the food served or on their other programs such as, “One World Everybody Eats.”
- The non-profit is run on 90% of volunteers with limited full time staff to assist. Having a small staff would make communication among each other easier, as well as having a primarily volunteer based system also makes it more cost efficient by not having to supply payment to a larger staff.
- F.A.R.M. Cafe could narrow down different target audiences. (I.e students, community members.) If F.A.R.M. Cafe narrows down its target audience it could help specific marketing and outreach programs to be more specific.
- Add more interactive pieces that keep the community more involved on what is happening at F.A.R.M. Cafe. More engagement opportunities allows customers to feel more involved with F.A.R.M. Cafe as an organization as well as feeling they are making a positive difference for the community of Boone.

## Threats

- Students could not always be the most reliable volunteers. Students have busy schedules and work lives making it difficult to add volunteer time to there schedules.
- The establishment has lack of community advertisements around town.
- F.A.R.M. Cafe could suffer from lack of donations. Without having significant amount of donations, F.A.R.M Cafe’s business would suffer in lack of quality.

- The student turnover rate is high, causing difficulty in establishing long term customer loyalty. Boone is primarily a college town, having new students enter and leave the university each year, it is a challenge to continue marketing to students with a heavy turnover rate.
- On campus students typically have meal plans which does not supply the need to eat off campus. Campus provides meal plans for students that allows them to save money on groceries or eating at local restaurants heavily.

### Current Situation

#### Current Position:

Currently, F.A.R.M. Cafe posts on Instagram daily with their specials and have had collaborations with other local businesses. This is an effective strategy to attempt to reach their target audience of college students considering the popularity of the social media platform.

The business also puts a sign outside of their restaurant each day in order to show the specials of the day. While this has some impact on the amount of daily customers they get, it might not be the most effective because not all students walk past their store on King Street.

In order to grow their business, F.A.R.M. Cafe established a partnership with Appalachian State University. This is an effective public relations measure and as reported in the Watauga Democrat (2017), the partnership was created because they knew building a relationship with “students, faculty, organizations and classes would be critical in the success of what became F.A.R.M. Cafe”

#### Direction:

- The problem that needs to be addressed is lack of brand awareness among the Appalachian State community. Ideally, this campaign will generate more sales and donations, particularly among the student population. The campaign is expected to raise awareness of the business and have a more positive reputation among the community and in turn, increase revenue for F.A.R.M. Cafe. By achieving these process goals, F.A.R.M. Cafe will be able to realize its mission of creating an inclusive community with a more well-rounded audience.

#### Potential Obstacles:

- One potential obstacle includes time restraints. This course occupies only a semester limiting New Horizons to only being able to take the campaign to a certain degree. Also, New Horizons is composed of students, with other obligations that may limit the time they can commit. Another obstacle includes financial restraints. With F.A.R.M. Cafe being a non-profit they have limited funding. Income comes from 70% from diners and 30% donors. A final potential obstacle observed includes communication restraints. With only being in one meeting with the client it could be difficult to understand the full needs of the organization. Also being in a class environment could affect how accessible achieving access to the client can be.
- New Horizons plans to overcome these obstacles by being proactive in the resources we do have provided. With communication, the team will make active measures to keep constant communication not only with the client, but with other team members to ensure that we are working to achieve our goals as well as the clients.

Resources:

- Sources: Similar Organizations, Talking to community members that eat there as well as talking to community members who do not eat at F.A.R.M. Cafe
- The client has a few news articles that are available as well as a UNC video piece that profiles F.A.R.M. Cafe. Local news articles will help New Horizons to review how the community views the client.
- The website also serves as a resource to consider how the company represents themselves and the programs they offer.
- Talking to the different diners of F.A.R.M. Cafe also benefit as a resource to gain more of an understanding of what their customers perceive the restaurant.
- Talking to those who do not dine at F.A.R.M. Cafe to see how they view the restaurant and why they chose not to eat there.

### **III. Research Report**

#### Executive Summary

The goal of the conducted research was to gather data that will help to determine what would attract more Appalachian State University students, particularly 18 to 24-year-olds, to F.A.R.M. Cafe. New Horizons felt this demographic is crucial to the success of the business because of the proximity of Appalachian State University to F.A.R.M. Cafe and the size of the student body in comparison to Boone's independent population (U.S. Census Bureau, 2017). In order to get the necessary information, a survey was distributed to a few hundred students and 82 of them responded.

The first important piece of data collected was that only 33.67% of respondents have eaten at F.A.R.M. Cafe. Another notable piece of information found was that of the majority that has heard of the establishment, a stunning 70.97% of people who have heard of F.A.R.M. Cafe heard about it through word of mouth, while the other 29.03% either physically saw the store or a promotion (19.35%) or came across their social media (9.68%). A negative correlation was found between customer experience and perception of volunteers, meaning the more a person enjoyed their visit to F.A.R.M. Cafe, the less they tend to value the volunteers. Positive and neutral perceptions of the client were found in 80.57% of respondents while the rest had no impression. This shows that little to no people have a negative interpretation of the client. The results show that 70.17% of the students who responded to the survey feel that they are not well educated on food insecurity in the high country, opening opportunities for F.A.R.M. Cafe to be the educator of this considering their vision is to eliminate hunger in the high country, as noted on their home-page cited below in the reference section. The data shows that the vast majority (89.47%) of these students feel that knowing the mission and vision of F.A.R.M. Cafe will increase their likelihood of dining at the restaurant.

New Horizons has been able to analyze and interpret this data, which is explained in greater detail later in this report. The gathered information will be used to move forward with the campaign in hopes to drive more students into the establishment.

### Introduction

The following is the research findings from the survey New Horizons conducted. Emails were sent to 91 professors at Appalachian State University asking if they could link the survey to multiple classes. Students were contacted through emails by the professors and offered extra credit as an incentive for completing the survey. The research goals were to learn what attracted the students to eat at F.A.R.M. Cafe and also find out more about the students that do not eat there. Our findings showed percentages that will help us find correlations between the experiences in F.A.R.M. Cafe and the reasons the target demographic might not eat there. Two different surveys were conducted, if the participant chose yes they completed a survey detailing their experience at F.A.R.M. Cafe and if the participant said no it asked questions about how they get their news on campus and if they were aware of the establishment. The data was interpreted and we will be following through with it to create a Campaign Plan for F.A.R.M. Cafe.

### Research Plan

#### *Research Goal(s):*

The goals of our research are to learn what attracts Appalachian State students and the age demographic of 18-24 years old to want to eat more at F.A.R.M. Cafe. Another goal is to research the relationships between different variables, including aspects such as quality of food to overall experience, and the relationship and perception of the volunteers.

*Research Questions:*

- RQ1: What is the customer experience in relation to their perception of volunteers?
- RQ2: How have most people previously heard of F.A.R.M. Cafe?
- RQ3: What is the population of those who have previously eaten at F.A.R.M. Cafe?
- RQ4: How do Appalachian State students receive their news?
- RQ5: What is Appalachian State students education on food insecurity in the High Country?
- RQ6: Are those who are more aware of F.A.R.M. Cafe's mission more likely to dine at the restaurant?

The target population for our survey was Appalachian State University students. We chose this population because Appalachian State University students make up a large part of the population of Boone. The estimated population of Boone is 19,205 people as of July 1st, 2017, and the Appalachian student population is 19,028 people (U.S. Census Bureau, 2017). This means that by targeting students in the campaign, F.A.R.M. Cafe is influencing the largest possible customer base.

New Horizons sent emails to different professors across Appalachian State University that linked the survey in emails. Participants (students) were contacted through emails from different professors across Appalachian State University and offered an extra credit opportunity for participating. Before taking the survey participants were asked to fill out a consent form, where it explained the purpose of the survey and research, as well as have them consent to them being at least 18 years old. It was suggested to professors to offer extra credit to their students in order to give them the incentive to complete the survey. On average, it took participants five to 30 minutes to complete the survey on Qualtrics.

For our survey we used Qualtrics. The survey was designed so that we would get valuable information from people who have eaten at F.A.R.M. Cafe and those who have not previously. The student participants were given a link to the survey via email from the professors that we emailed. Distributing the survey through emailing professors was to reach a larger variety of students through a variety of departments. Surveys were sent to professors on October ninth, a few days before the university's fall break and the final data was recorded eleven days later.

A consent form is given before students take the survey, giving them the chance to say no to the survey. The consent form confirms they are about to take part in a research study for F.A.R.M. Cafe. Detailing how the purpose is to conduct research on the experience of eating there as well as what may encourage those who haven't eaten there to try it. The risks of some sensitive questions were outlined as well, but confirmed to be confidential so the participants could answer truthfully without worrying about their opinion.

The consent form also informs the student that they must be at least 18 years old in order to participate in the study. The target demographic being 18-24 but we included the option of graduate student and professor as well. We confirmed that taking part of this study is completely voluntary, the participant had the option to skip any question they didn't feel comfortable answering and or were able to withdraw from the survey completely without any penalties.

It starts with asking participants their age and grade level, then whether or not they have previously eaten at F.A.R.M. Cafe and then continues with questions based on their answer to their response. There are two separate surveys depending on how the participant answers the question regarding whether they have dined with F.A.R.M. Cafe or not. The ones who answered yes were surveyed on their experiences while the ones who answered no were taken through a different set of questions. These participants were asked how they get information about local

news, their feelings towards F.A.R.M. Cafe and whether or not they feel they are educated about food security in the High Country.

Surveys were distributed by emailing professors, department heads, and freshman seminar professors. We encouraged the professors to offer extra credit as a incentive for students to complete the survey. Some professors did give the extra credit, to keep the anonymity of the responses the professors asked the students to take a screenshot of the end of the survey where it says they had completed it and have their student ID written nearby on the screen, or a picture of their computer screen with a piece of paper with their student ID on it. The student would be given the extra credit and their answers would stay anonymous.

## Findings

### *Demographics:*

Our target demographic were college students ranging from 18-24, but included graduate students and professors. Eighty-two students at Appalachian State University completed the survey via an anonymous link. Of those 82 students, 3.30% were Freshmen, 9.89% were Sophomores, 34.07% were Juniors, 48.35% were Seniors making them the majority, and the remaining 4.40% was divided by graduate students and professors (Figure 3.1). The participants were given a 19-question survey where they provided insight on their experiences with F.A.R.M. Cafe. Listed below are significant findings in regards to what was found with the results of the survey.

### *Negative Correlation:*

A correlation test was run between the questions of “How would you describe the volunteers at F.A.R.M. Cafe?” and “How would you describe your experience at F.A.R.M. Cafe?” A negative correlation between participants who enjoyed the experience at F.A.R.M.

Cafe and how they viewed the volunteers was found,  $r(80) = -4.23, p < .05$ . The results showed that the higher quality of the experience at F.A.R.M. Cafe tends to correlate with a lower perception of the volunteers.

*Data:*

The majority of those surveyed reported they had previously heard of F.A.R.M. Cafe. The research findings show that 70.97% said they heard of F.A.R.M. Cafe through word of mouth, 19.35% from physical promotion (i.e flyers, print advertisements, transit advertisements, walking by the storefront etc.) and 9.68% heard of F.A.R.M. Cafe through social media (See Figure 2).

New Horizons surveyed both those who have eaten at F.A.R.M. Cafe and those who have not. A majority of those surveyed (63.37%) have not eaten at F.A.R.M. Cafe while 33.67% have previously eaten at F.A.R.M. Cafe (See Figure 3.2).

Similar results were found when asking their impression with F.A.R.M. Cafe as either neutral or very positive. When asked to describe their impressions of F.A.R.M. Cafe, 33.09% described it as very positive, 15.9% described it as positive, 31.58% described it as neutral and 17.54% had no impression (See Figure 4).

Students were also surveyed on how they receive their news at Appalachian State University and the results show that 42.12% reported they get it from emails, 19.3% reported their source is word of mouth, 28.82 % reported social media, 1.75% reported indoor bulletin boards and 0% reported outdoor signage (See Figure 5).

We asked a follow-up question to students who had not dined with F.A.R.M. Cafe, how they feel about their level of education in regards to food insecurity. A majority (70.17%) of

students feel they are not educated about food insecurity while the remaining 29.92% felt that they are educated (See Figure 6).

Figure seven shows how likely one is to dine at F.A.R.M. Cafe if they were aware of its mission and vision as a non-profit organization. Of those respondents, 89.47%, reported being more inclined to dine at F.A.R.M. Cafe if they were aware of its community efforts to feed all regardless of means.

### Interpretation

Using Qualtrics, a survey was distributed throughout Appalachian State University's campus through professors in various departments. Students were given the survey through an anonymous link which was taken over the course of 11 days.

Findings show positive correlations among satisfaction from existing customers and their specific experiences in F.A.R.M. Cafe. Using this, we can assume that F.A.R.M. Cafe's retention rate among their clientele is strong. They should continue to use their promotion tactics with emphasis on community engagement in a face-to-face manner. Utilizing volunteers and staff in ways that would encourage the community to speak of F.A.R.M. Cafe has shown to be very beneficial with 70.97% of existing customers having heard of the restaurant through word of mouth.

Overall, the majority of the student population surveyed at Appalachian State are not familiar with F.A.R.M. Cafe. The focus should be placed on these students and increasing engagement with this large demographic in the community. The existing pull that F.A.R.M. Cafe appears to have among Appalachian State students who already eat there is positive. Of the recipients who polled having not eaten there, 50.88% conclude that they currently have a somewhat positive or very positive impression of the restaurant. We can conclude from these

results that there is a large portion of students that are likely to dine with the non-profit but require further engagement. Using forms of media like social media and newsletters, could feel be the push F.A.R.M. Cafe can use increase the circulation of news to their supporters.

The majority of students at Appalachian State University reported receiving their news regarding campus events via email and social media channels. There are possible outlets that F.A.R.M. Cafe could use that wouldn't be expensive advertising like the radio and television stations on campus. A suggestion would be to set up F.A.R.M. Cafe as a community party with the ACT Office and offer to host an event for ASU or for First Year Seminar classes that could bring classes to a meal at F.A.R.M. Cafe. Our client could also contact Rhet Comp and Housing on campus, which also have captive audiences of first-year students and transfers. Reaching these audiences would touch on the concern regarding the student turnover rate.

Continuing on with social media, using it in a more engaging way would allow followers to see updates on F.A.R.M. Cafe in real-time. Instagram stories are viewed at the very top of one's Instagram feed. Utilizing this Instagram feature would allow the restaurant to promote their food and events without the worry of their follower's algorithm interfering. A consistent theme across F.A.R.M. Cafe's Instagram platform would be useful in terms of color scheme and content, giving F.A.R.M. Cafe an aesthetic but also building onto their brand as a whole. Menu items along with a photo of the entree and one miscellaneous photo has been an engaging way for customers to see what they can expect that day in the restaurant. Instagram is primarily a platform for viewing pleasure with aesthetics across one's page playing a large role in increasing followers and their interaction with your company. Local Instagram accounts have become very popular and have been noted as influencers within the Boone community and the student population. F.A.R.M. Cafe would find a large following and increased community status if given the opportunity to partner with influencers that hold a large following of the demographic we

targeted. Interaction with these accounts could bring publicity to the restaurant and could serve as a helpful tactic for those influencers as well.

Instagram accounts to consider:

@cuttybage

@booneview

@hungqta

@theblueridgers

The mission and vision of F.A.R.M. Cafe, as noted on their home-page cited below in the reference section, is important and vital to its success and operation. Our reports show that a majority of students would be further encouraged to engage with F.A.R.M. Cafe if they were aware of its impact on the community. Furthermore, these students have shown a lack of awareness regarding food insecurity. Using F.A.R.M. Cafe as an educational outlet for students to learn about food security in the High Country has the potential to encourage student dining.

## IV. Campaign Plan

### Executive Summary

The proposed campaign with F.A.R.M. Cafe has been carefully developed with the consideration of the client's needs, data collected through research of the Appalachian State University (ASU) student body and the creative minds of the New Horizons team.

The plan targets students of ASU with two primary goals.

- Goal 1: Increase student engagement with F.A.R.M. Cafe within the restaurant and on campus
- Goal 2: Increase social media engagement on F.A.R.M. Cafe's social media platforms.

These goals will be accomplished by meeting several objectives through strategies and tactics that have been determined alongside a simple, yet effective theme; "Eat Good, Do Good - *inclusive community solving food insecurity.*" This theme incorporates the key campaign message of establishing F.A.R.M. Cafe as an inclusive community space that provides fresh, local and delicious food while working toward the elimination of food insecurity in Boone, North Carolina.

New Horizons has created a list of detailed strategies and tactics that will ensure the achievement of all goals and objectives. A strategy to increase the amount of likes on Instagram, which helps meet the goal of increasing social media engagement, utilizes specific hashtags that are relevant and receive optimal amount of traffic from Instagram users. Some other tactics that move F.A.R.M. Cafe in the direction of meeting this campaign goal are the utilization of the story feature on Instagram, paying for promotional posts on Instagram and Facebook and the collaboration with local social influencers.

In order to realize the goal of increasing student engagement, New Horizons plans on taking advantage of connections with university personnel, optimizing the on-campus organization that exists to serve the client (F.A.R.M. Cafe Club) and printing and hanging student-targeted advertisements on campus. New Horizons hopes to put their stewardship efforts toward helping the F.A.R.M. Cafe club reach its full potential and serve as a link between ASU students and the client. A tactic to optimize the club and increase its overall average attendance and number of members is to set up a contact table in the Plemmons Student Union to spread awareness of the club, the client and their mission “to build a healthy and inclusive community by providing high quality & delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means” (home, farmcafe.org).

The timeline for the campaign plan is six months (November 30, 2018 through May 15, 2019) and has a budget of \$1,000.02. When the plan is implemented, it is important for the New Horizons team to frequently check insights and analytics on social media platforms to measure progress through the campaign. Follow-up research will be conducted at the closing of the campaign to re-evaluate client needs and assess the overall success of the campaign.

## **Introduction**

The problem statement that New Horizons has focused on throughout this campaign is how F.A.R.M. Cafe works with a lack of brand awareness concerning current students who are unaware that it is an affordable and unique place to eat. The research conducted by New Horizons found that a majority of Appalachian State students have not previously eaten at F.A.R.M. Cafe. The theme of the campaign is “Eat Good, Do Good - *inclusive community solving food insecurity*.” The goal of the campaign plan has been developed to gain more student

customers, communicate their mission, values, and vision to ASU students and build a more prominent on-campus presence.

### **Target Publics**

Our primary target publics are the undergraduate students of Appalachian State University. The ages for our target public ranged from 18 years to 24 years age range, as well as class standings ranging from first year students to seniors. This demographic of ASU students is a large portion of the population of Boone, N.C. The estimated population of Boone is 19,205 people as of July 1st, 2017, and the ASU student population is 19,028 people (U.S. Census Bureau, 2017). By targeting ASU students in this campaign, F.A.R.M. Cafe is influencing the largest and most local possible audience in the area considering the proximity of ASU's campus to the client. The campaign itself is driven to promote F.A.R.M. Cafe's name and mission to the students. The use of social media aids in reaching the target demographic because college students are likely to use social media for classes, news, weather updates, personal purposes, and entertainment.

The secondary target publics include graduate students and professors who are both a part of the ASU community as well. These secondary publics include people of ages above 24-years-old. Students surveyed said they get most of their news from word-of-mouth. A great source in spreading news of the client through word-of-mouth are the professors and graduate students. The plan as a whole appeals to the on-campus presence that the ASU community is attracted to, it gives F.A.R.M. Cafe more than just a name; it develops brand awareness and invites the student population to get involved, which in turn leads to more word-of-mouth advertising and walking advertisements that come in the form of ASU students.

## **Campaign Plan**

Social media has become a driving force in the success of many non-profit organizations. Throughout our campaign, New Horizons plan to utilize various forms of social media and tactics that are catered to an audience present on a specific platform. These strategies will benefit F.A.R.M. Cafe in a way that can be used for years to come. Possible supporters will create a visual connection between F.A.R.M. Cafe's social media and the physical restaurant.

### **Theme:**

“Eat Good, Do Good; *Inclusive community solving food insecurity*”

Other potential campaign slogans include solving the community problem of food insecurity with the help of community members who will eat at F.A.R.M. Cafe, getting more students in F.A.R.M. Cafe and involved with the community, spreading more knowledge of the nonprofit as a whole, and gaining more customers in the door by providing a great experience (good food, good service and a good environment).

### **Key and Supporting Messages:**

F.A.R.M. Cafe has a mission to reduce waste and combat food insecurity.

- Using local products that have been purchased with donations or donated themselves, F.A.R.M. Cafe uses any food available to them.
- The Full Circle food waste division program places food that may be easily wasted into the hands of consumers in an easier to use and harder to spoil manner.
- Foods used for entrees are turned into soups and sides throughout the week.
- A new and creative menu is created daily with ideas on how to minimize food waste and maximize food use and consumption for customers.

F.A.R.M. Cafe provides healthy and affordable food to all

- Nutritious food is served everyday. Meals include a soup, entree, two sides, salad, dessert, and a drink. Entrees include a meat or vegetarian option. The menu changes daily and always includes these options. Meal options also include gluten free, dairy free, and works with customers and staff to serve those with dietary restrictions to the best of F.A.R.M. Cafe's ability.
- F.A.R.M. Cafe strives to include locally fresh products as much as possible. Produce is also donated but 95% of the food served is purchased from local farmers and distributors.

***Goals, Objectives, Strategies, and Tactics - plus Evaluation and Stewardship:***

- Goal 1: Increase student engagement with F.A.R.M. Cafe within the restaurant and on campus
- Objective 1: Increase student customers from 30% to 40% by the end of the 2019-2020 school year.
  - Evaluation: This will be evaluated by doing a similar survey once each year, sending it to the same professors (if possible) to increase accuracy and consistency.
    - Strategy: Advertise for F.A.R.M. Cafe on campus.
    - Tactic: Print posters targeted at students from Go Postal that will be placed on campus.
- Objective 2: Have a minimum of one on-campus event per semester involving the student body.
  - Short term evaluation: Measuring student attendance, food sold or consumed, donations received, and amount of merchandise given out.

- Long term evaluation: measuring the increase in student customers during the three weeks following the event.
  - Strategy: “Buy App Lunch” will be an event catered by F.A.R.M. Cafe in partnership with an ASU student body club.
  - Tactic: Hold student-run contact tables in the student union to reach the ASU community.
- Objective 3: Have more on-campus events involving F.A.R.M. Cafe.
  - Evaluation: This will be evaluated by how many events are held on-campus per year and how many students are in attendance.
    - Strategy: Familiarize students with F.A.R.M. Cafe’s food and staff
    - Tactic: Offer food as incentive for people to attend the events.
    - Tactic: Have free food at the events in order to draw in visitors and give them a taste of F.A.R.M. Cafe.
    - Strategy: Increase F.A.R.M. Cafe club membership and activity by 20%

Goal 2: Increase social media engagement on F.A.R.M. Cafe’s social media platforms.

- Objective 1: Gain 200 followers on Instagram by end of 2018/2019 school year.
  - Evaluation: This will be evaluated by checking the starting point at the beginning of the campaign and then again at the end to see how many followers the account has gained.
    - Strategy: Use paid promotional ads to advertise to users on Instagram.
      - Tactic: Pay \$10 per week for sponsored Instagram ads.
    - Strategy: Reach a larger audience with the use of local social influencers.

- **Tactic:** Identify and contact Instagram accounts with 5,000 or more followers and offer a free meal in turn for a post on their Instagram story or feed.
- **Objective 2:** Keep average likes on social media posts above 50.
  - **Evaluation:** Measured by taking each picture's likes and averaging them.
    - **Strategy:** Using certain hashtags will make the post appear on the radar of people who may not be already following.
      - **Tactic:** Use popular hashtags that are relevant, and catered to the target audience, #foodie, #local, #Boone, #828isgreat ect.
- **Objective 3:** Put a focus on utilizing all features of Instagram to their full extent
  - **Evaluation:** This will be evaluated by checking how many people view stories, and if they are getting a lot of views and if follower count was increasing.
    - **Strategy:** Use other channels on Instagram other than the main posting feature to bring in new followers.
      - **Tactic:** Utilizing the story feature on Instagram to get featured on the story page of the chosen hashtag. As well as create highlights of certain stories that will be featured on the F.A.R.M. Cafe Instagram.
      - **Tactic:** Use polls and questions on the Instagram story feature to increase follower involvement.

**Stewardship:** Connections made through these goals can be maintained through the on-campus F.A.R.M. Cafe club. This club will act as the link between the university and the restaurant and

people involved with both should be sent reminder emails about meetings to keep members engaged.

### **Implementation Timeline and Budget:**

*Timeline:*

Goal: Improve campus involvement with the F.A.R.M. Cafe Club.

The timeline for this campaign runs over a three month period with an emphasis on campus club involvement/improvement process. The executive club members will be responsible for implementing the timeline

*January 14:*

- Evaluate current club standing, including current leaders as well as current efforts made by the club.
- Create a future plan for the club including dates for current semester as well as tentative event dates planned.

*January 17:*

- Create promotional and informational materials for the club.

*January 25:*

- Represent F.A.R.M. Cafe at Spring Club Expo.

*February 1:*

- Have a plan for the current semester ready to present to F.A.R.M. Cafe and to the club.

*February 15:*

- Evaluate current club standings and adjust the plan as needed.

## F.A.R.M. Cafe Events on ASU's Campus

### *January 15th-February 15th*

- Introduction meeting to discuss Buy App Lunch collaboration event/ fundraiser plans with F.A.R.M Cafe club members as well as with the club organization. This would preferably be a sorority or fraternity due to their organizational needs to be active with philanthropies and other charitable organizations.
- Create a tentative schedule for planning and promoting event with organization.
- Recruit students, clubs and organizations for sponsors for #BuyAppLunch.

### *January 14th - April 20th*

- Execute planned events and promotion attempts.
- Have F.A.R.M. Cafe and club members continuously communicate with participants

### *February 12th*

- Introduce #BuyAppLunch on social media outlets via Instagram
  - Use Instagram stories to post an “announcement” that references an Instagram post about the upcoming #BuyAppLunch
  - Establish the hashtag

### *March 12th*

- One month to #BuyAppLunch. Remind audience of event via social media posting across all platforms.
- Implement calls to action
  - “Follow us on social media”
  - “Use the hashtag #BuyAppLunch” “Tag F.A.R.M. Cafe to be featured on their story”

### *March 29th*

- 2 weeks to #BuyAppLunch post reminder

*April 5th-12th*

- Implement countdown to #BuyAppLunch using media content provided in folder

*April 12th*

- #BuyAppLunch

*May 14:*

- Evaluate how events were perceived and what could be improved in the future
- Report daily Instagram likes and follows.
- Graph growth every six weeks.

*May 9 :*

- (Last Day of Class): Monitor follower count to assess if the goal was achieved.

*May 15:*

- Evaluate social media plan and attempts.

### **Budget:**

- #BuyAppLunch is to be paid for solely through donations for this event alone and through sponsorships through clubs and organizations on campus. Monetary donations will be accepted along with supplies for the event.
- Instagram and Facebook offer paid promotional posts that allow the client to decide how much they want to pay in return for visibility of the advertisement. A post a week on these two social media platforms with \$10 paid each over the course of 24 weeks will amount to a total of \$480.
  - These paid promotions can include menu items, photos of people and their personal testimonies about F.A.R.M. Cafe, events, etc.

- A cost of \$56.67 a month will be put toward print advertisements (i.e. posters and flyers).

At Go Postal, this will print about 75 advertisements per month. The print promotions will cost \$340.02 total for the six month plan.

- Go Postal Boone:

- 207 New Market Centre, Boone, NC 28607

- [\(828\) 262-0027](tel:(828)262-0027)

- A free meal will be offered to local influencers in turn for a post on social media.

- Three meals a month will cost roughly \$30/month and total to \$180 after six months.

#### *Budget Breakdown:*

##### Social Media Ads

\$20/week x 24 weeks = \$480.00

##### + Physical Promotions

\$56.67/month x 6 months = \$340.02

##### + Influencer meals

\$30/month = \$180.00

**Total budget = \$1000.02**

#### **Conclusion**

F.A.R.M. Cafe deals with a lack of brand awareness concerning current students of Appalachian State University, who are unaware it is an affordable and unique place to eat. Having more student diners will help to achieve F.A.R.M. Cafe's mission and vision of

eliminating hunger in the High Country while also creating brand awareness and walking advertisements by the students themselves. Upon researching the student based demographic through a distributed anonymous survey we learned F.A.R.M. Cafe does achieve brand awareness within the Appalachian State University community, but those aware simply do not participate in the dining experience. The goals created within this campaign plan create more brand awareness and have more students participate in dining at F.A.R.M. Cafe. The goals include increasing F.A.R.M. Cafe's on-campus presence, renovating their social media and creating more engagement online. These strategies and tactics will help gain more student diners into F.A.R.M. Cafe and instead of just brand awareness there will be brand participation.

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## **VI. Implementation materials**

### **A. Mock Media Kit for Buy App Lunch**

The media kit provided will be mainly used at events, such as Buy App Lunch, as a package of information for different media organizations. Most media kits are in PDF format and can be downloaded from your website or attached to an email.

#### **1. Contact Details**

- a. A contact sheet should be made available for local news organizations, newspapers, magazines, and possible interviews. These sheet should have information in how these organizations can contact F.A.R.M. Cafe for interviews, fact-checking and additional information. As an organization you choose who you believe would be the best spokespeople to represent F.A.R.M. Cafe in local and even national media outlets.

## 2. Pitch Example/Template

Dates and locations are tentative and are subject to change. Quotes are also examples. Before being submitted to organizations, F.A.R.M. Cafe representatives should edit the template.

### **F.A.R.M. Cafe**

617 W King St, Boone, NC 28607

(Name), PR Representative

Phone: (xxx) xxx-xxxx

E-mail: xxxxxxxx@xxxxxx.com

Dear (journalists/news station),

The first Buy App Lunch is happening this coming Friday, April 12th. The event will be hosted on Sanford Mall at Appalachian State University. This event is being held by (sorority(s)/fraternity(s)) who partnered with F.A.R.M. Cafe who will be provided the food. All donations go directly to F.A.R.M. Cafe.

“It is F.A.R.M. Cafe’s job to feed all that need it,” said (F.A.R.M. Cafe spokesperson), “Including students.” This event is organized to help students learn more about the local pay-what-you-can cafe on King Street. Buy App Lunch provides students with free food and information about F.A.R.M. Cafe.

Buy App Lunch is the perfect fit for your (on-campus radio 90.5 WASU, on-campus tv segment or on-campus student newspaper) that focuses on campus events. (Spokesperson for F.A.R.M. Cafe) can provide more information on what this event is all about and mutual benefit for both F.A.R.M. Cafe and Appalachian State’s student body. Chancellor Sheri Everts is excited to partake in this community outreach event hosted by the (sorority(s)/fraternity(s)) of Appalachian State. “Having an event like this really embodies the home feeling we have here at Appalachian State,” said Everts, “We’re lucky to have nonprofit organizations like F.A.R.M. Cafe who want an on-campus presence.” This event helps link the student of Appalachian State with the community they call home during their college career.

In the meantime, I’ll be in touch within the new few days to discuss a possible interview.

Sincerely,

(PR Representative)

### 3. Fact Sheet Example

These are sample figures used, F.A.R.M. Cafe should edit fact sheet as event is executed and more information arises about Buy App Lunch.

#### **F.A.R.M. Cafe**

617 W King St, Boone, NC 28607

(Name), PR Representative

Phone: (xxx) xxx-xxxx

E-mail: xxxxxxxx@xxxxxx.com



#### **F.A.R.M. Cafe** Buy App Lunch Fact Sheet

The nonprofit F.A.R.M. Cafe has created an event called Buy App Lunch. Much like their monthly Buy Boone Lunch. This event will be held once a semester at Appalachian State University, hosted by one of the local Sororities and/or Fraternities. The donations will provide free food to students who stop by Sanford Mall and the leftover will be given to F.A.R.M. Cafe.

#### Buy Boone Lunch

Once a month F.A.R.M. Cafe invite a local business or individual to 'Buy Boone Lunch.' On these special days a local business sponsor or an individual makes a donation to F.A.R.M. Cafe of at least \$500, covering the basic cost of food and operation for the day. The business may also 'staff' the cafe for the day providing volunteers to serve in various roles. All additional donations made by guests support F.A.R.M. Cafe's efforts to provide meals for people experiencing food insecurity in the High Country. F.A.R.M. Cafe provides meals either through the exchange/token program in the Cafe or through outreach efforts such as Western Watauga Food Outreach, Community Care Clinic meals, etc.

(Provide a graph or table that shows the past year, who sponsored what month, the donation from the business and then the amount that was raised that day – then give averages for the donations the businesses give and then how much was raised each month during the 'Buy Boone Lunch')

#### Buy App Lunch

Once a semester F.A.R.M. Cafe partners with an Appalachian State University sorority or fraternity (give the names of which ones you are partnered with or have partnered with) to 'Buy App Lunch.' These sororities and fraternities raise over \$500 a semester to make a donation to F.A.R.M. Cafe to cover basic cost of food and operation for the day, the rest being used as donations. F.A.R.M. Cafe provides food on Sanford Mall for students, the workers being F.A.R.M. Cafe employees and volunteers along with the help of (sororities/fraternities that made the donation). All additional donations made by guests support F.A.R.M. Cafe's efforts to provide meals for people experiencing food insecurity in the High Country. F.A.R.M. Cafe provides meals either through the exchange/token program in the Cafe or through outreach efforts such as Western Watauga Food Outreach, Community Care Clinic meals, etc.

(Provide a graph or table that shows the past school years, who sponsored what semester, the donation from the sororities/fraternities and then the amount that was raised that day – then give averages for the donations the sororities/fraternities give and then how much was raised each semester during the ‘Buy App Lunch’)

(Feel free to add more information about each event and the token system as a conclusion)

###

#### 4. News Release Example

##### **F.A.R.M. Cafe**

617 W King St, Boone, NC 28607

Contact: (Name), PR Representative

Phone: (xxx) xxx-xxxx

E-mail: xxxxxxxx@xxxxxx.com

For Release (Month Day, Time a.m./p.m.)

##### **BUY APP LUNCH: FREE LUNCH BEING PROVIDED ON SANFORD MALL**

BOONE, NC – F.A.R.M. Cafe have partnered with on-campus resources to host an event called ‘Buy App Lunch’ where free lunch will be provided to students on Sanford Mall, donations welcome.

A similar event has been held monthly by F.A.R.M. Cafe with local businesses or individuals called ‘Buy Boone Lunch.’ On these special days a local business sponsor or an individual donates to cover the basic cost of food and operation for the day. The business also has the opportunity to ‘staff’ the cafe for the day, providing volunteers to serve in various roles. All additional donations made by guests support F.A.R.M. Cafe's efforts to provide meals for people experiencing food insecurity in the High Country.

‘Buy App Lunch’ will be held each semester, inviting students to visit the booth for free food and to learn about food insecurity in Boone and the surrounding areas. F.A.R.M. Cafe partners with (insert the sororities/fraternities/clubs they’ve partnered with) who raises money to cover the basic cost of the food and operation for the day.

“The rest of the money we’ve raised is a donation that goes back to F.A.R.M. Cafe,” said (insert sorority/fraternity spokesperson), “Hunger and food insecurity is a huge issue that (sorority/fraternity) tries to tackle, especially in the place we call home for four years. F.A.R.M. Cafe provides an easy way for someone to get lunch without having to worry about price.”

The pay-what-you-can nonprofit has a token program to help people who are hungry or cannot pay. “People can pay the price of the plate or pay extra to put a token in the jar at the register,” said (F.A.R.M. Cafe employee/volunteer) “People who cannot afford lunch for the day have the option of using one of the tokens. Like a pay-it-forward, no one should have to worry about where their next meal is from.

##### **About F.A.R.M. Cafe**

F.A.R.M. Cafe is a nonprofit pay-what-you-can cafe located in Boone, North Carolina that provides lunch. Their mission is to build a healthy and inclusive community by providing high quality and delicious meals produced from local sources, served in a restaurant where everybody eats, regardless of means. This mission is important because it creates a brand that mixes entrepreneurship and community involvement.

###

## 5. Other Possible Additions to the Media Kit

- a. Different images show the variety of unique menus F.A.R.M. Cafe has served over the course of a month. Have pictures of each of the lunches. Include pictures of staff, volunteers, donors, students, and the events. The organization should use high quality pictures that could potentially be seen in a newspaper article or magazine.
- b. Testimonials from staff, volunteers, customers, and farmers are also useful. Staff and volunteer testimonials will give a face behind the food, shows the warm and welcoming people behind F.A.R.M. Cafe. These will make F.A.R.M. Cafe more inviting. Use customer testimonials to demonstrate credibility of service and overall food quality. Testimonials from the client's food suppliers will provide more engagement with audience members are where the food they eat is sourced, it will also represent the farmers of Boone.
- c. Recent news coverage will also enhance the media kit. Provide news articles or other publications about F.A.R.M. Cafe to continue to provide more information about the organization as well as more reviews.

## B. On-Campus Event Posters

1. Card flyers should be printed on cardstock and distributed to local businesses, residence halls, campus buildings, dining halls and heavily student trafficked locations.
2. Posters should be printed and displayed on bulletin boards in every campus building and distributed to various local businesses.
3. The poster and flyer should both be posted on social media accounts within one month of the event. Sororities or fraternities involved should be tagged in the post along with any other supporting organizations and affiliates.

## C. Mock Instagram Posts/Stories

1. Instagram stories should be posted beginning April 5 (tentative) with the countdown beginning at one week leading to the day of the event.
2. On the day of the event, the Instagram story should be current and relate to previous countdown days, displaying “#BuyAppLunch is TODAY” along with behind-the-scenes images including setting up the event and those attending the event.

#BuyAppLunch card flyer



Eat good, feel good   
Inclusive community solving food insecurity

#BuyAppLunch Poster/Flyer

# HUNGRY?

## LUNCH IS ON US

**FRIDAY, APRIL 12 AT 3PM**

**ENJOY A FREE MEAL ON SANFORD MALL WITH SUPPORT FROM**

Delta Chi

Alpha Delta Pi

Delta Tau Delta

Alpha Gamma Delta

Kappa Sigma

Alpha Gamma Delta

Pi Kappa Phi

Chi Omega

Phi Sigma Kappa

Alpha Omicron Pi

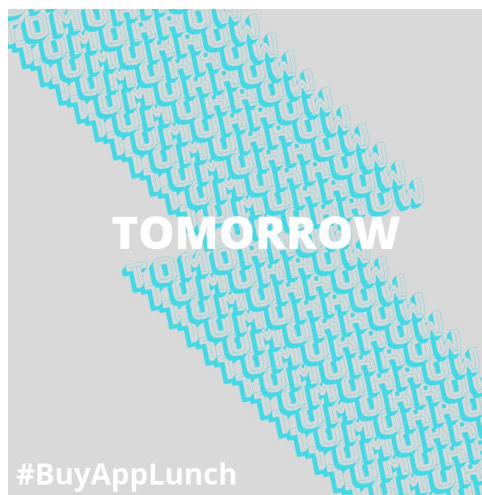
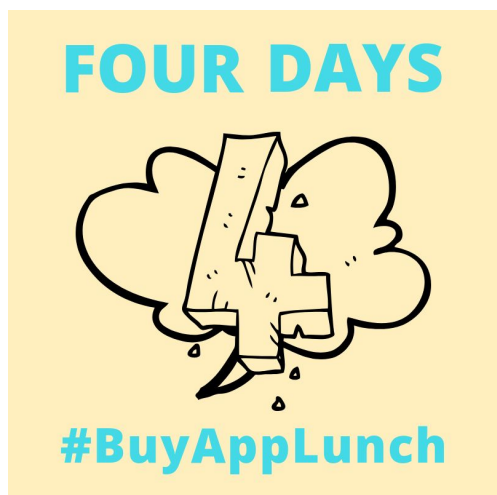
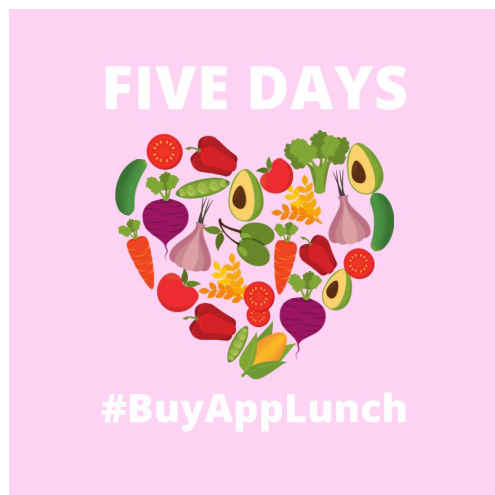
**#BUYAPPLUNCH**



#BuyAppLunch Poster/Flyer



#BuyAppLunch Countdown



## D. Appalachian State University Sorority and Fraternity Contact List

### Appalachian State Sororities:

#### Alpha Delta Pi

President: Leezna Davis ([davisln1@appstate.edu](mailto:davisln1@appstate.edu))

Advisor: Nicole Cress

#### Alpha Gamma Delta

President: Molly Rhodes

Advisor: Rebecca Cooke

#### Alpha Omicron Pi

President: Erica Turner ([turnereb2@appstate.edu](mailto:turnereb2@appstate.edu))

#### Alpha Phi

President: Caroline Wells ([wellsc@appstate.edu](mailto:wellsc@appstate.edu))

#### Delta Zeta

President: Madison Arrowood ([arrowoodmb@appstate.edu](mailto:arrowoodmb@appstate.edu))

#### Kappa Delta

President: Hailey Wiseman ([wisemanhr@appstate.edu](mailto:wisemanhr@appstate.edu))

#### Sigma Alpha Omega

President: Hannah Bean ([beanhg@appstate.edu](mailto:beanhg@appstate.edu))

#### Chi Omega

President: Caitlin Bryant ([bryantcb1@appstate.edu](mailto:bryantcb1@appstate.edu))

### Appalachian State Fraternities:

#### Kappa Alpha

President-Payton Legrand ([legrandpw@appstate.edu](mailto:legrandpw@appstate.edu))

Advisor-John Welch ([welchje@appstate.edu](mailto:welchje@appstate.edu))

#### Alpha Epsilon Pi

President-Aaron Carpenter ([carpenteraw@appstate.edu](mailto:carpenteraw@appstate.edu))

Advisor-Rosemary Horowitz ([horowitzr@appstate.edu](mailto:horowitzr@appstate.edu))

### Alpha Sigma Phi

President-Robert Meredith ([meredithra@appstate.edu](mailto:meredithra@appstate.edu))

Vice President-Nathan Waller ([wallernv@appstate.edu](mailto:wallernv@appstate.edu))

### Kappa Sigma

President-Jacob Sterrett ([sterrettje@appstate.edu](mailto:sterrettje@appstate.edu))

Advisor-Adam Newmark ([newmarkaj@appstate.edu](mailto:newmarkaj@appstate.edu))

### Delta Chi

President-Kyle Beckner ([becknerkp@appstate.edu](mailto:becknerkp@appstate.edu))

Advisor- Ryan Munker ([munkerrs@appstate.edu](mailto:munkerrs@appstate.edu))

### Phi Gamma Delta

Advisor-Jeanne Mercer-Ballard ([mercerja@appstate.edu](mailto:mercerja@appstate.edu))

Service and Philanthropy Chair-Justin Marks ([marksja@appstate.edu](mailto:marksja@appstate.edu))

### Theta Chi

President-Brandon Brothers ([brothersbj@appstate.edu](mailto:brothersbj@appstate.edu))

Advisor-Bryan Bouboulis ([bouboulisbs@appstate.edu](mailto:bouboulisbs@appstate.edu))

### Pi Kappa Phi

President-Jarod Moore ([moorejr7@appstate.edu](mailto:moorejr7@appstate.edu))

Advisor-Arthur Quickenton ([quickentonaj@appstate.edu](mailto:quickentonaj@appstate.edu))

### Delta Tau Delta

President-Charles Heeb ([heebcl@appstate.edu](mailto:heebcl@appstate.edu))

Vice President- Derek Diemel ([diemelda@appstate.edu](mailto:diemelda@appstate.edu))

### Phi Sigma Kappa

President-Ansen Gunawan ([gunawanjc@appstate.edu](mailto:gunawanjc@appstate.edu))

Advisor-Nicholas Shaw ([shawnn@appstate.edu](mailto:shawnn@appstate.edu))

Email Template Used to Contact Appalachian State Greek Life

Hello (Insert sorority/fraternity here),

As a representative of F.A.R.M. Cafe we would like to have a collaborative opportunity with your organization. F.A.R.M. Cafe is a non-profit that provides locally grown meals to those in the high country. All meals are donation based and we are run on a “pay what you can” philosophy which is great for students. Our vision is to eliminate food insecurity in the High Country as well as on the Appalachian State campus. We are looking to partner with an Appalachian State organization, specifically a Greek Life organization, for a fundraiser to raise money for our restaurant so we may continue to provide locally grown and healthy food available to those in the High Country community. If you are interested in collaborating or would like more information about F.A.R.M. Cafe please respond back to this email.

We look forward to hearing from you!

F.A.R.M. Cafe

## VII. Appendices

Figure 1 presents the negative correlation between customers and volunteers.

### Correlations

		<u>How would you describ e the volunte ers at F.A.R. M. Cafe?</u>	<u>How would you describe your experience at F.A.R.M. Cafe?</u>
<u>How would you describe the volunteers at F.A.R.M. Cafe?</u>	<u>Pearson Correlatio n</u>	<u>1</u>	<u>-.423*</u>
	<u>Sig. (2-tailed)</u>		<u>.028</u>
	<u>N</u>	<u>27</u>	<u>27</u>
<u>How would you describe your experience at F.A.R.M. Cafe?</u>	<u>Pearson Correlatio n</u>	<u>-.423*</u>	<u>1</u>
	<u>Sig. (2-tailed)</u>	<u>.028</u>	
	<u>N</u>	<u>27</u>	<u>27</u>

\*. Correlation is significant at the 0.05 level (2-tailed).

Figure 2 shows how students have previously heard of F.A.R.M. Cafe

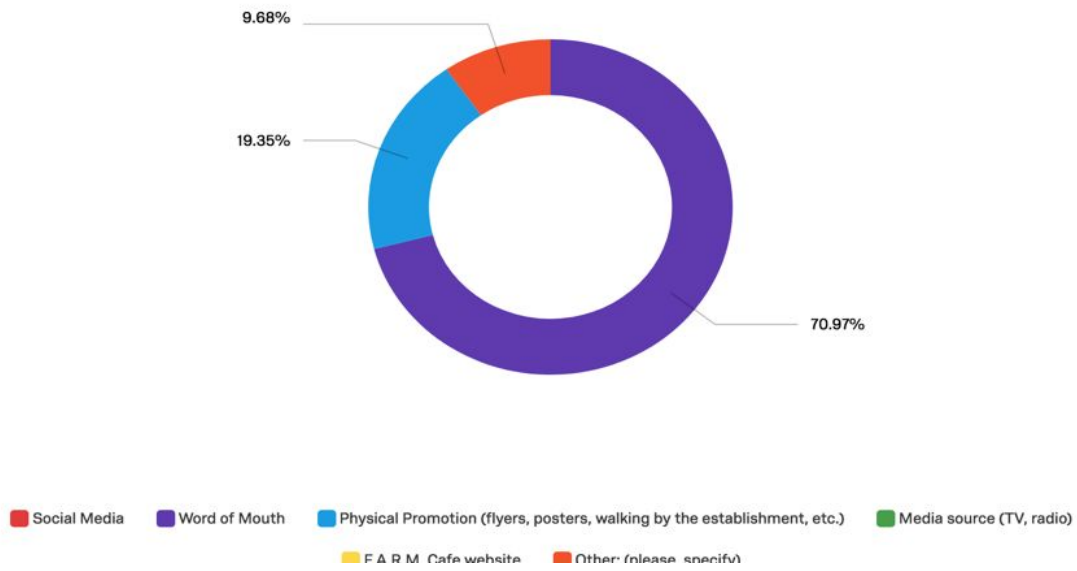


Figure 3.1 is a graph that shows the demographic of the participants, from Freshman to Professor

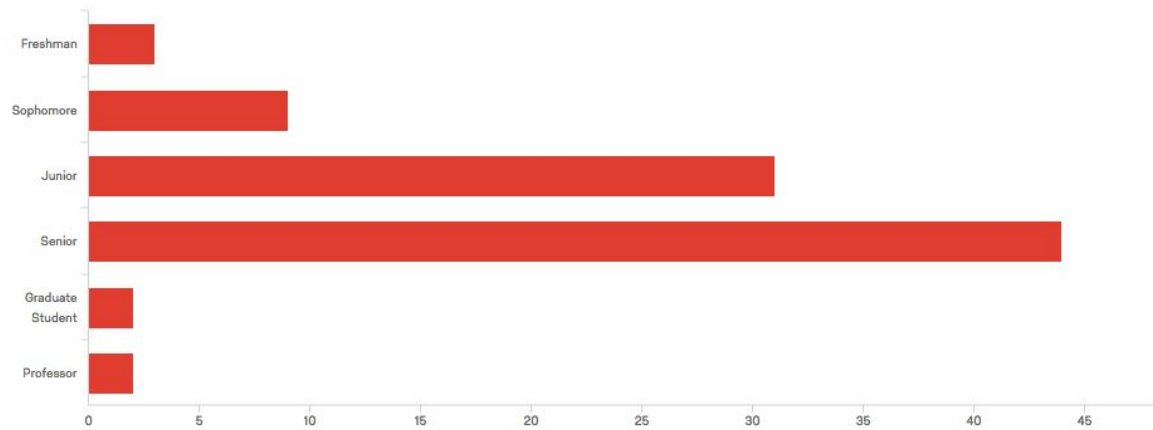


Figure 3.2 is how many said they had been to F.A.R.M. Cafe and how many had not

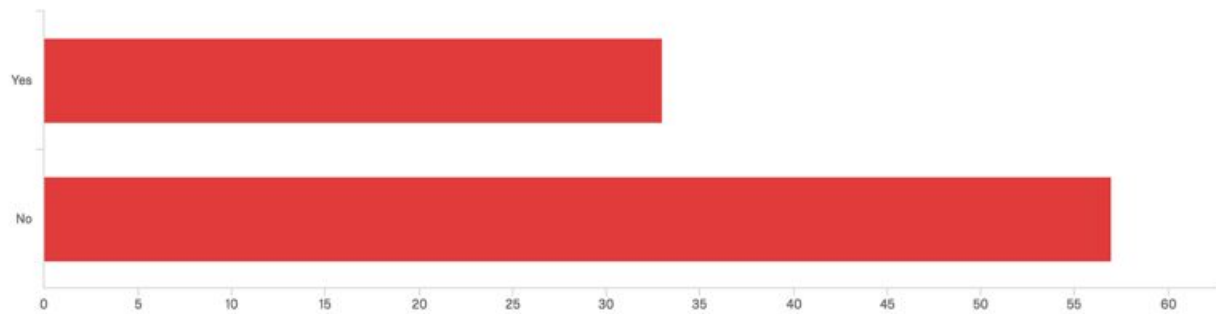


Figure 4 the students who have been to F.A.R.M. Cafe rate their experience

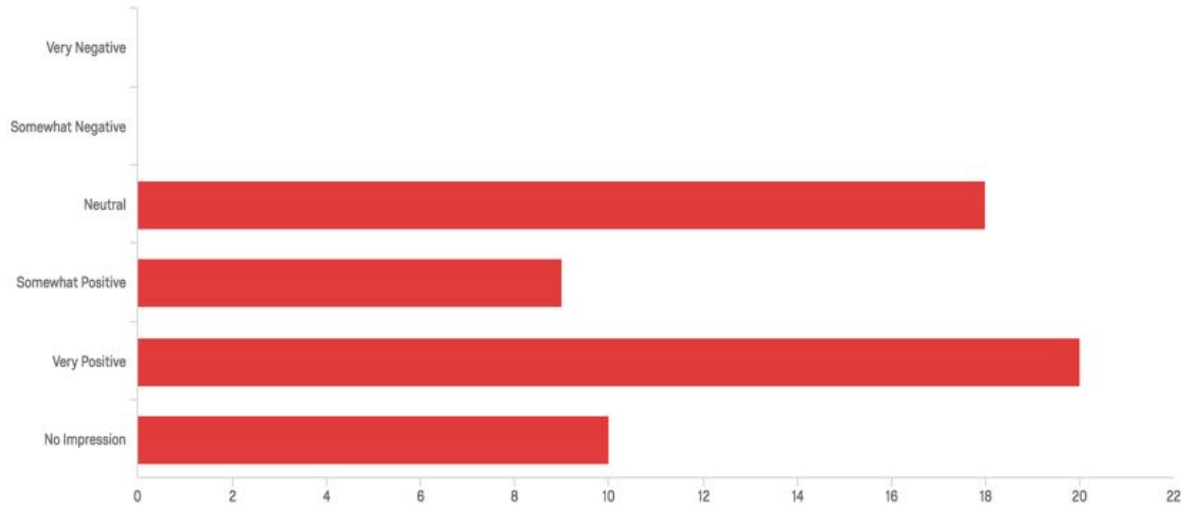


Figure 5 shows how students get their news on campus

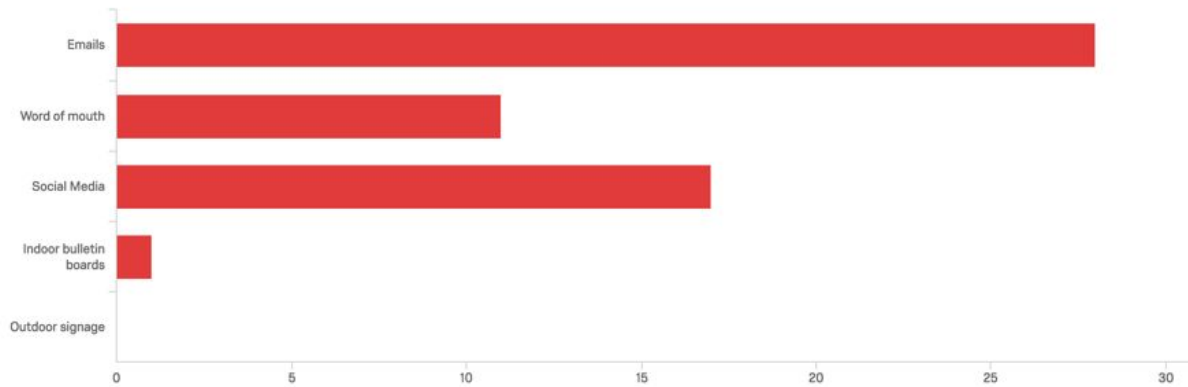


Figure 6 shows if the students who have not eaten at F.A.R.M. Cafe have an understanding of food scarcity

Q18 - Do you feel you are educated about food security in the High Country?

Page Options ▾

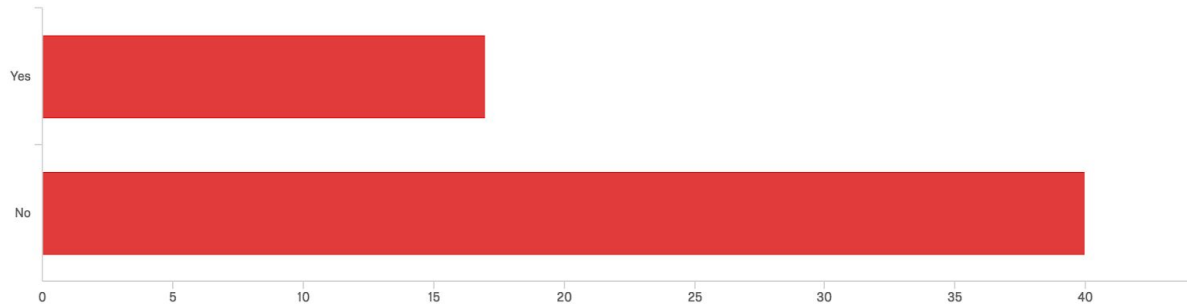
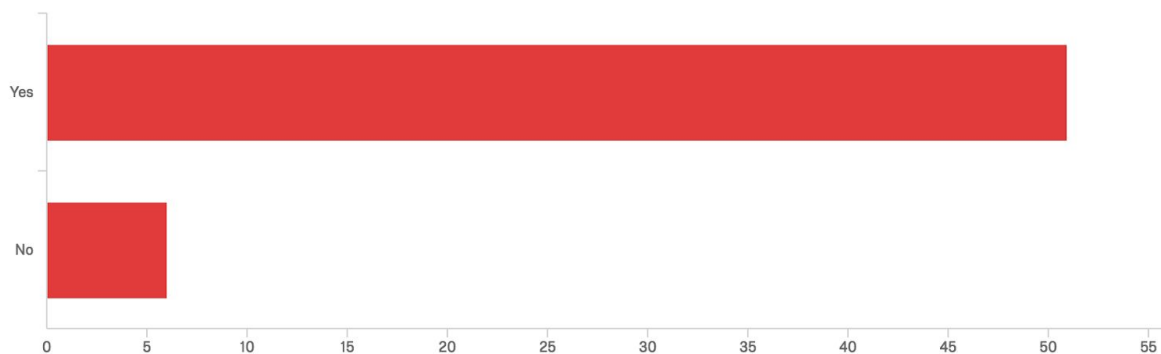


Figure 7 shows how likely the students who haven't dined at F.A.R.M. Cafe would dine there if they were aware of F.A.R.M. Cafe's mission statement

Q19 - F.A.R.M. Cafe is a non-profit organization. Would being aware of it's status an...

Page Options ▾



## VIII. Research instrument

The instrument that is being used is a survey. Then a content analysis was conducted to review the research and gain our results.

### Survey Questions

1. What is your age range?
  - a. Under 18
  - b. 18-24
  - c. 25-40
  - d. 41-60
  - e. Over 60
2. Are you a student at Appalachian State University? (Y/N)
  - a. If yes, when do you typically eat lunch?
3. Have you ever eaten at F.A.R.M. Cafe? (Y/N)
  - a. If no, what has stopped you?
4. How did you hear about F.A.R.M. Cafe?
  - a. Social Media
  - b. Word of Mouth
  - c. Physical promotion (flyers, posters, walking by, etc.)
  - d. Media source (TV, article, etc.)

For the following rank from 1 to 5 (1 being the best and 5 being the worst):

5. How would you describe your experience at F.A.R.M. Cafe?
  1. Highly Enjoyed
  2. Somewhat Enjoyed
  3. Neutral
  4. Dislike
  5. Strongly Dislike
6. How would you describe the food you had?
  1. High Quality
  2. Good Quality
  3. Neutral
  4. Bad Quality
  5. Low Quality
7. How would you describe the staff/volunteers?
  1. Very Friendly
  2. Somewhat Friendly
  3. Neutral
  4. Somewhat Unfriendly
  5. Very Unfriendly

8. Rate how you feel in F.A.R.M. Cafe:
  1. Highly Inclusive
  2. Somewhat Inclusive
  3. Neutral
  4. Somewhat Exclusive
  5. Highly Exclusive
9. How would you describe the menu items you've seen or eaten?
  1. Very Healthy
  2. Somewhat Healthy
  3. Neutral
  4. Somewhat Unhealthy
  5. Very Unhealthy
10. How would you describe the price?
  1. Very Affordable
  2. Somewhat Affordable
  3. Neutral
  4. Somewhat Unaffordable
  5. Very Unaffordable
  - If you chose 4 or 5, did you consider using a free meal token? Y/N
  - If no, what was the reason? Don't have to answer.
11. How would describe the location and environment inside F.A.R.M. Cafe?
  1. Very Aesthetically Pleasing
  2. Somewhat Aesthetically Pleasing
  3. Neutral
  4. Somewhat Aesthetically Displeasing
  5. Very Aesthetically Displeasing
12. Overall, how would you describe your entire experience:
  1. Very Positive
  2. Somewhat Positive
  3. Neutral
  4. Somewhat Negative
  5. Very Negative
6. If you picked 4 or 5 for one or more of the above, why? What caused you to have the bad experience?
7. If you know the mission are you more likely to eat there? (add mission statement)
  - a. Yes
  - b. No
8. Are you vegan/vegetarian?
  - a. Yes
  - b. No
9. What could F.A.R.M. Cafe do that would make you more likely to eat there? (open ended)

10. Rank the following factors from most to least important to you when it comes to a restaurant:
- a. Price
  - b. Changing Menu
  - c. Friendly Staff
  - d. Vegan Option
  - e. Close to Campus
  - f. Helps the Community
12. How much money do you typically spend on lunch?
- a. \$0-10
  - b. \$11-20
  - c. \$21-30
  - d. Over \$30
13. As students, what do you feel is one of the most important issues in the High Country?