



Marketing Launch Toolkit & Best Practices

Timeline

Up to a month before launch, start teasing the new app

Sample Comms Calendar:

	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1	Email	Social post		Social post	
Week 2	Start print media outreach	Social post	Email	Social post	
Week 3	Email	Social post		Social post	
Week 4	Social post		Email (1 week!) Social post	Social post	Social post
Launch week	Social post Media advisory	Email Social post Media turnout calls	Launch Event Email Social post Media turn out calls Press Release	Social post (recap)	
Post-launch	Email (recap/thank you)	Social post		Social post	

Communications

Be conscious of holidays/weekends and how this may impact **when people are on their phones/opening emails/watching tv. (E.g. Thanksgiving news coverage would be advantageous, Friday nights many people are out of the house/with friends/at an event)*

Emails

Cadence: Don't overwhelm your audience - start with ~1x week (max)

Subject: "Coming soon, Empower Your Hours"

"Putting the power to volunteer at your fingertips"

Topics: Weekly Scheduled rescues; One time rescues; Emphasize how it's easy to use

Social Media

Platforms: Stick to where your key audiences are! Don't spread yourself too thin by taking on every newest social media platform/trend.

Who are your key audiences? Volunteers, food donors, nonprofit recipient partners, funders, and media - jot down key characteristics/profiles for each general audience. Now where do they spend their time online?

Cadence: Depends on platform.

Facebook/Instagram: once a day is fine

Stories: up to ~15/day is fine for a big event like launch, ~5/day otherwise

LinkedIn: 1-3x/week max

Twitter: Virtually impossible to post "too much"

Tiktok: Only if you have someone under the age of 25 taking ownership of this! But probably not the most effective platform.

Don't post just for the sake of posting - but there's almost always something valuable to say. Celebrate new food donors that signed on, spotlight staff rescues during the soft launch as you test out the app, share testimonials on how easy the app is to use or from recipient orgs grateful for the food, thank corporate donors for their generosity, etc.

Remember:

- *Not everyone who follows you will see every single post you publish*
- *It typically takes 7x of seeing a message for it to stick in someone's mind*
- *Don't use QR codes in any form of digital communications - they can't scan it if they're viewing it on their phone!*
- *Utilize your own personal networks! Have staff reshare posts so their connections see your organization's exciting work*

Food Rescue Hero™ tech photos:

<https://drive.google.com/drive/folders/1NS1iaih5oJiPCc841j6qU1rnNxOJNX-G?usp=sharing>

Graphics Templates: **please make a copy of this template and edit on your own account!*

[App Launch Announcement template](#)

- [NPP Spotlight template](#)
- [Food Donor Spotlight template](#)
- [Volunteer Spotlight template](#)

Examples:

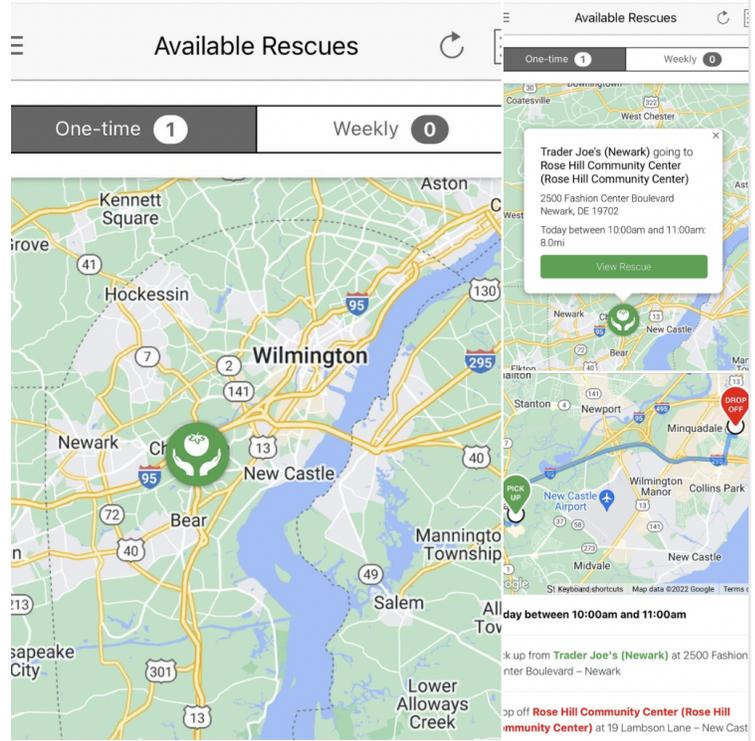
302 Food Rescue Crew is in Milford, DE. November 10, 2022 ·

Launch Day is in ONE week!
 Come sit with us as we unveil the nation's first state wide Food Rescue right here in Delaware. This collaboration between @bayhealth, @ahadelaware and @foodbankofde to eliminate food insecurity in Delaware starts on November 17, 2022.
 Join the rescue crew today!
 If you would like to donate food as a restaurant or grocery store or if you would like to help rescue food as a part of #302foodrescuecrew - please visit us on social, download the app at 302foodrescue.org today.
 #community #delaware #foodrescue



302 Food Rescue Crew November 25, 2022 ·

See here what it looks like to claim a rescue. It is so easy, it seems weird. You got this! Somebody rescue this food and be a #foodrescuehero today. Download the app for future opportunities. #302foodrescue



9 likes 2 comments 10 shares

302 Food Rescue Crew December 12, 2022 ·

Wondering who some of the team members behind 302 Food Rescue are? Meet Ed! Ed is our dispatcher who connects food donors with our incredible crew of volunteers! He makes sure information is accurate in the app and pings our volunteers to pick up donations! Ed shows off some of the type of foods you can expect to rescue as a member of our Crew! Curious about the 302 Food Rescue app? Learn more by visiting www.302foodrescue.org!



Key Messaging & Content

High resolution photos of people and fresh food

Tell short stories of impact - what does this new partnership mean? What will this mean for the community? What tangible impact will this have on peoples' lives?

"Become a #FoodRescueHero!"

Ease of use

Fit into your busy schedule

Less than an hour to complete a food rescue / most take under x minutes!

Media Strategy

Print

As early as three weeks prior to the launch, reach out to print media to pitch a story on the app. That will give them time to research and write it without competing with breaking news.

Radio

Reach out to your local NPR station and pitch a long form story. Suggested topic: "Organization brings tech to scale volunteer food rescue and tackle both food waste and hunger"

TV

Two pitches:

- If you have a good contact, pitch a ride-along with coverage
 - Repurpose this footage on social media, email, etc.
- Pitch the actual event: KY Harvest launches new tech to empower volunteers to rescue food*

**The pitch has to be that something is NEW and BETTER and BIGGER. You want to get them to the event (or to cover it with b-roll). It's more important that it sounds fresh and exciting than for it to be nuanced.*