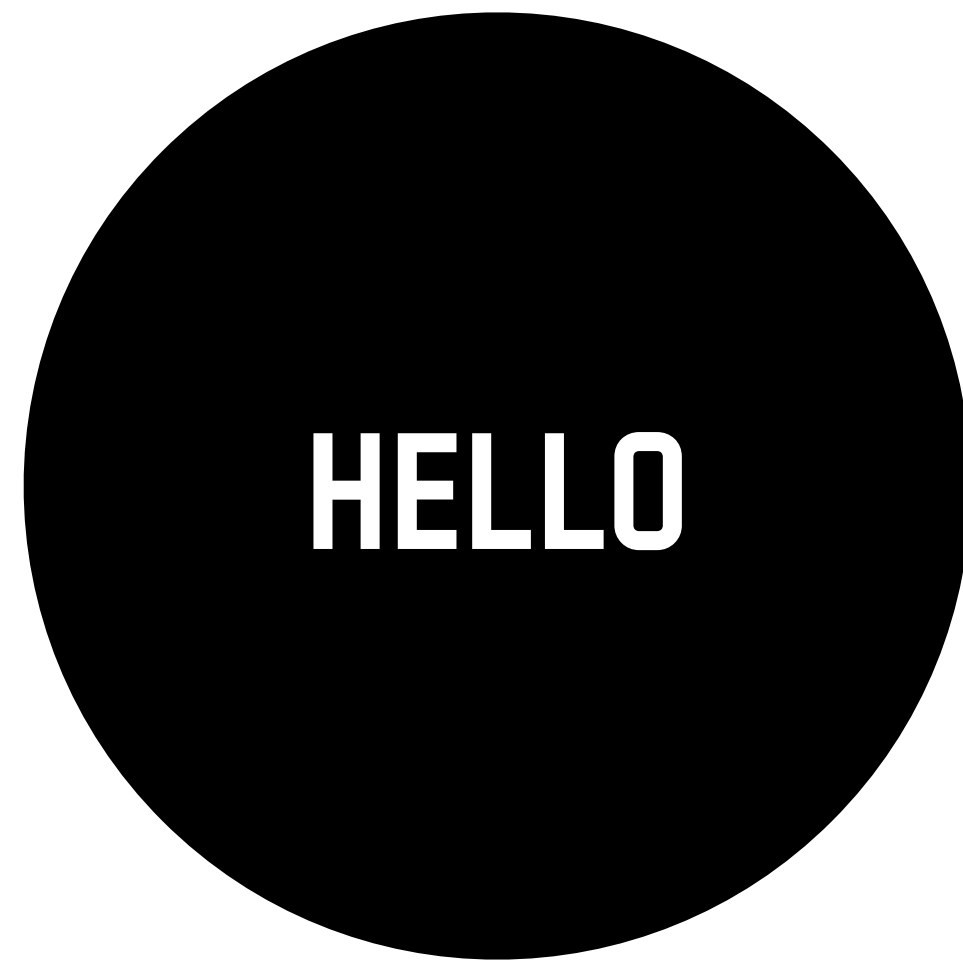


# **SUPERHUMAN**

STRATEGY + DESIGN + CREATIVE

SECOND HARVEST HEARTLAND RESEARCH FINDINGS // NOVEMBER 18 2020



**Libby Kapsner**  
Strategy



**Olivia Luterbach**  
Strategy



**Karen Sams**  
Search

# TODAY'S AGENDA

1. Background
2. Findings & Recommendations
3. Discussion
4. Next Steps



# BACKGROUND

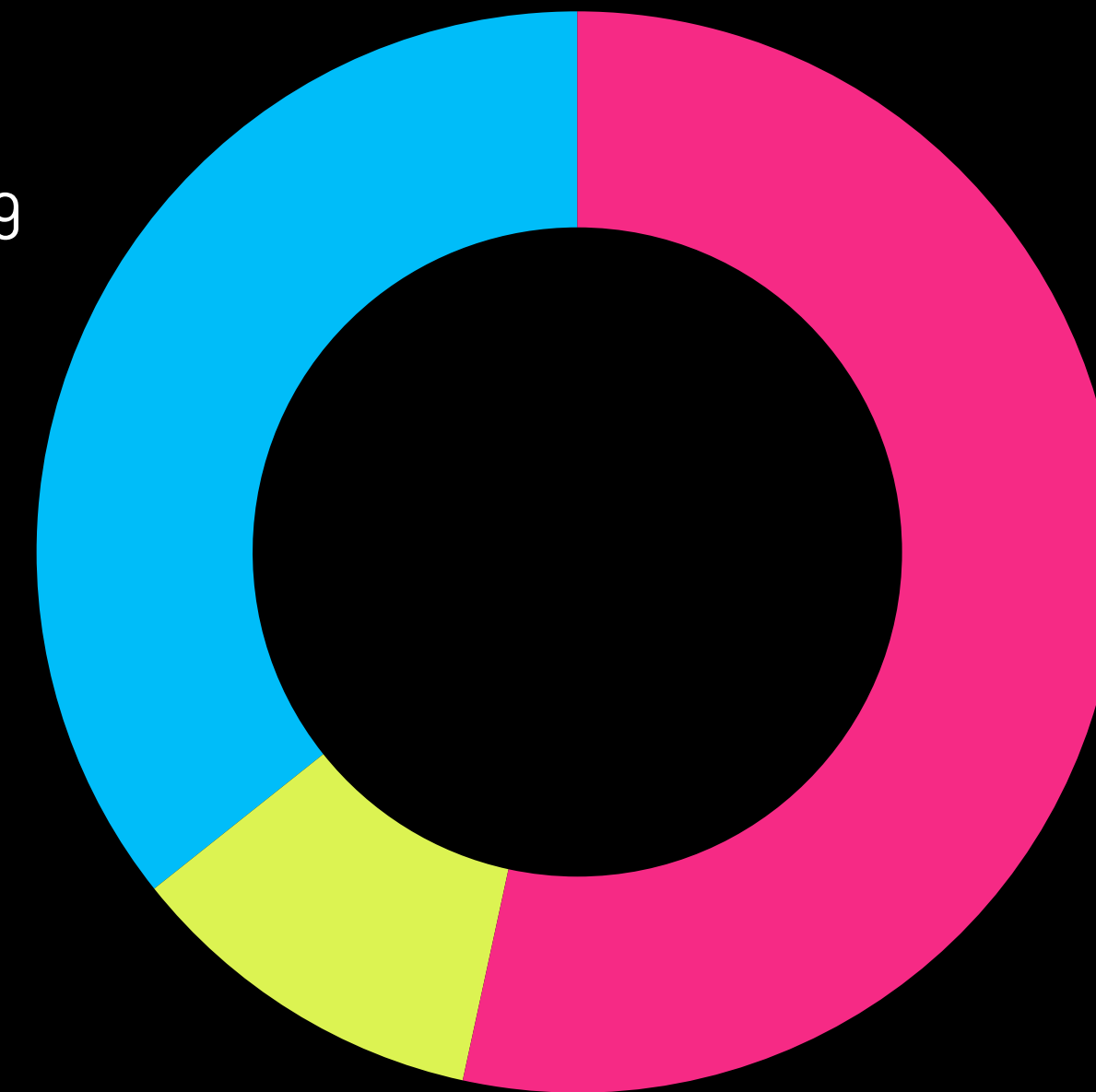
# BEFORE COVID-19, WE KNEW:

**2 in 5**

people visiting a food bank are seeking help for the first time.

## CHILDREN

1,282,159 visits in 2019  
Down .9% from 2014



## ADULTS

1,921,209 visits in 2019  
Up 5.6% from 2014

## SENIORS

391,177 visits in 2019  
Up 48.3% from 2014



**BUT THINGS ARE  
DIFFERENT IN 2020 ...**

# COVID-19 means a 'new normal'

May 4, 2020  
by Paul Morello

Over the last few months, the COVID-19 pandemic has changed so much of our everyday lives – how we interact, how we shop, how we work. In some cases, those changes are relatively small: we wear masks when we go out, we work from home if we can, we trade in-person family gatherings for virtual game nights. But for food banks, pantries, meal programs and the people who visit them, the pandemic has meant a tremendous shift in not only the need, but how those programs are operating.



BRIEF  
More Than One in Six Adults Were Food Insecure Two Months into the COVID-19 Recession

**"Staggering" need: COVID-19 has led to rising levels in food insecurity across the U.S.**



**COVID-19 crisis heaps pressure on nation's food banks**  
Food banks and pantries across the country are facing a steep drop-off in the bread and butter of their operations: food donated by supermarkets and farms.



## A Crisis Within A Crisis: Food Insecurity And COVID-19

September 27, 2020 · 9:15 PM ET

**The Other Way Covid Will Kill: Hunger**  
Worldwide, the population facing life-threatening levels of food insecurity is expected to double, to more than a quarter of a billion people.

UP FRONT  
**The COVID-19 crisis has already left too many children hungry in America**



**NOW IS A REALLY GOOD TIME TO  
TAKE A STEP BACK & LISTEN.**





# OUR RESEARCH GOAL:

Together, we seek to understand and uncover new truths about Midwesterners in need of food support to inform messaging in 2020 and beyond. More specifically, we explored what exactly brought them to the food shelf or distribution site, what emotions they were feeling and how to improve the experience overall.



## THE TRIGGER MOMENT

We want to better understand the moments that prompt someone to visit a food bank. What is the emotional context around the trigger moment? What feelings and sentiments lead to the visit?



## PERMISSION- GRANTING OPPORTUNITIES

We aim to define and understand the different permission-granting opportunities that finally convince someone to use a food bank. Where do they go for information? How can we remove the stigma and shame people feel while in this consideration phase?



## THE DELIVERY METHOD

We understand that the process is filled with complex emotions for people. How can we better the delivery method to make people feel more comfortable? We aim to understand what modes of delivery are working, what aspects are not working and how we can adapt with COVID.



## THE TRIGGER MOMENT

We want to better understand the moments that prompt someone to visit a food bank. What is the emotional context around the trigger moment? What feelings and sentiments lead to the visit?



## PERMISSION- GRANTING OPPORTUNITIES

We aim to define and understand the different permission-granting opportunities that finally convince someone to use a food bank. Where do they go for information? How can we remove the stigma and shame people feel while in this consideration phase?



## THE DELIVERY METHOD

We understand that the process is filled with complex emotions for people. How can we better the delivery method to make people feel more comfortable? We aim to understand what modes of delivery are working, what aspects are not working and how we can adapt with COVID.



## THE TRIGGER MOMENT

We want to better understand the moments that prompt someone to visit a food bank. What is the emotional context around the trigger moment? What feelings and sentiments lead to the visit?



## PERMISSION- GRANTING OPPORTUNITIES

We aim to define and understand the different permission-granting opportunities that finally convince someone to use a food bank. Where do they go for information? How can we remove the stigma and shame people feel while in this consideration phase?

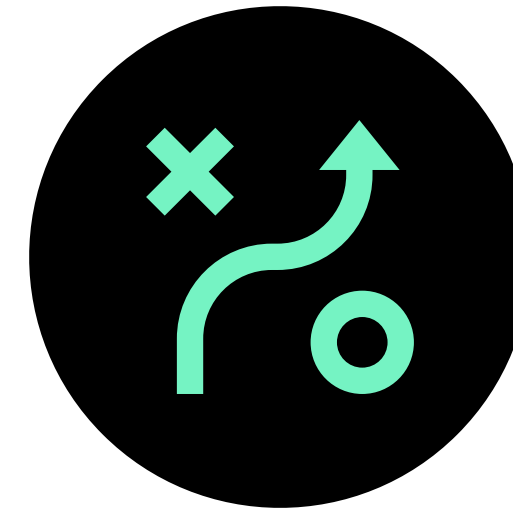


## THE DELIVERY METHOD

We understand that the process is filled with complex emotions for people. How can we better the delivery method to make people feel more comfortable? We aim to understand what modes of delivery are working, what aspects are not working and how we can adapt with COVID.



THESE INPUTS  
HELPED ILLUMINATE  
DIFFERENT STAGES  
OF FOOD INSECURITY.



**Search Keyword  
Analysis**

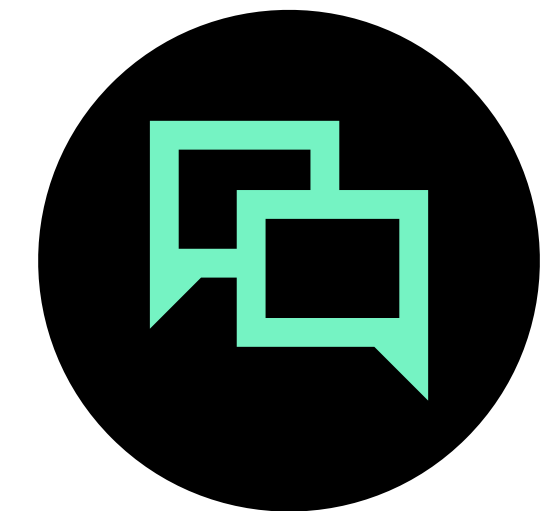


**Observational  
Listening**



**Online  
Quantitative  
Survey**

*n= 106 responses*



**Distribution  
Event Survey**

*n= 291 responses*



# TODAY WE'LL HIGHLIGHT HOW OUR FINDINGS COULD INFORM COMMUNICATION IN TWO WAYS:

1

The **messages** that resonate ...

2

... and the **mode** of delivery.



# FINDINGS



**PERMISSION-  
GRANTING  
OPPORTUNITIES**



**TRIGGER  
MOMENT**



**DELIVERY**





**GRANTING PERMISSION  
SOUNDS SIMPLE ...**



... BUT IT'S AS **COMPLICATED** AS  
UNTANGLING TOXIC NOTIONS OF  
WILLPOWER AND CAPABILITY.



**WHAT'S THE KEY TO  
CHANGING SOCIAL  
ACCEPTABILITY?**

**NORMS.**



**PERMISSION GRANTING OPPORTUNITY:**

**COLLECTIVE EXPERIENCE**



“It took me a while to learn this but after a few visits and **seeing that I’m not alone - I felt way better about seeking help.**”

*–Online Survey Respondent*



54%

of first time visitors to CFAP events heard about it from a **family member, friend, neighbor or social media.**



Greg Powers still needs your help! **Donate** or **share now**

**\$21,079** of \$50k goal

Raised by 252 people in 2 days

**Donate Now**

**Share on Facebook**

Created December 27, 2016



Phil Maroon

on behalf of Greg Powers

Medical

SAINT PETERS, MO

# Auggie Super Powers bout w/Leukemia

Share

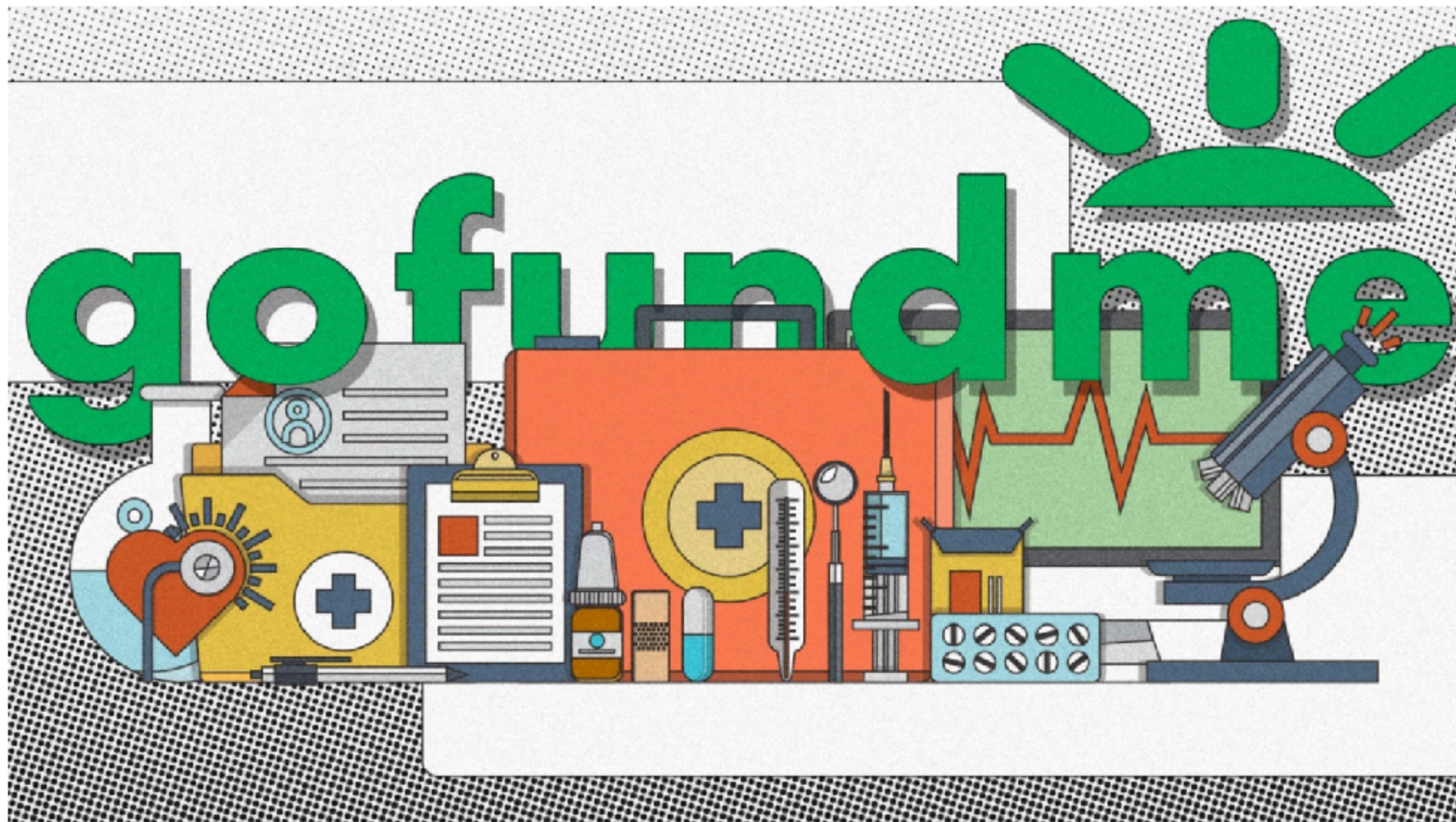
Tweet

1.3K shares

Recent Donations



# THE LAST TEN YEARS HAVE NORMALIZED ASKING FOR HELP WITH MEDICAL BILLS



**250,000**

annual campaigns for health care costs

**\$650 MILLION**

in contributions, almost 1/3 of total funds raised since 2010





# AND IN THE LAST TEN MONTHS, THIS PHENOMENON HAS MULTIPLIED.

Mobile app sessions of top money remittance apps grow by 5.4 million, or 10.7%, over last 2.5 months



**brayla.rem'mie.nina.riah.merci.tatiana.bre...** · Sep 25, 2020  
BLACK WOMEN & BLACK NON-BINARY PEOPLE — if you are in need of money or other resources, let's take care of you! drop your fundly, gofundme, kickstarter, patreon, ko-fi, cashapp, venmo, paypal, etc. below:

**arika** @arikarb  
hai imma black woman & college student who could definitely use some help w/ groceries this week 🙏🏾 ca: \$arikabr venmo: @arbng

1:45 PM · Sep 25, 2020

15 likes · See arika's other Tweets

**dat girl fish** @itsthesoffish  
I haven't been able to go back to work since I got covid and I really miss my job, they've been so supportive of me but if I could get some help I'll really appreciate it my Venmo & cashapp : thesoftfish.

8:40 PM · Oct 17, 2020

3 likes · See the latest COVID-19 information on Twitter



**PERMISSION GRANTING OPPORTUNITY:**

# **TEMPORARY AND UNEXPECTED SETBACKS**



“Honestly, I felt a bit embarrassed that our family was seeking help with our food. **We are two working professionals, but Covid has taken its toll on our pocketbook.**”

*—Online Survey Respondent*

32%

mentioned **COVID-19 as the catalyst** for seeking assistance.

*–Online Survey*

28%

expected to be receiving assistance for **less than nine months.**

*–CFAP Survey*



# THIS IDEA IS ALSO COMPELLING TO DONORS.

## ‘People Need Immediate Relief,’ and Online Donors Make It Happen

On social media, outpourings of generosity during the coronavirus pandemic are part of a shift toward direct giving.



Shea Serrano, a Texas author, used Twitter to spur more than \$10,000 in direct donations to people facing financial hardship during the coronavirus pandemic. Michael Stravato for The New York Times

**“The need is concrete. [The ask is] to pay a bill.** You can feel like you made a difference even if it’s a finite amount that needs to be raised, as opposed to the important work that other nonprofits are doing to fight poverty on a larger scale.”

—Alan J Abramson, Director of the Center for Nonprofit Management,  
Philanthropy and Policy at George Mason University



# PERMISSION-GRANTING OPPORTUNITIES

## MESSAGE

### **Elevate temporary**

Frame your offerings as temporary and specific, or as a way to “make your budget stretch further.”

## MESSAGE

### **Emphasize the collective**

Explore ways to prove “we’re all in this together.” Use COVID-19 as a scapegoat, or try stats that show the breadth and normalize food assistance.

## MODE

### **Awareness + reach**

Broadcast, radio, and paid social.



**PERMISSION-  
GRANTING  
OPPORTUNITIES**



**TRIGGER  
MOMENT**



**DELIVERY**

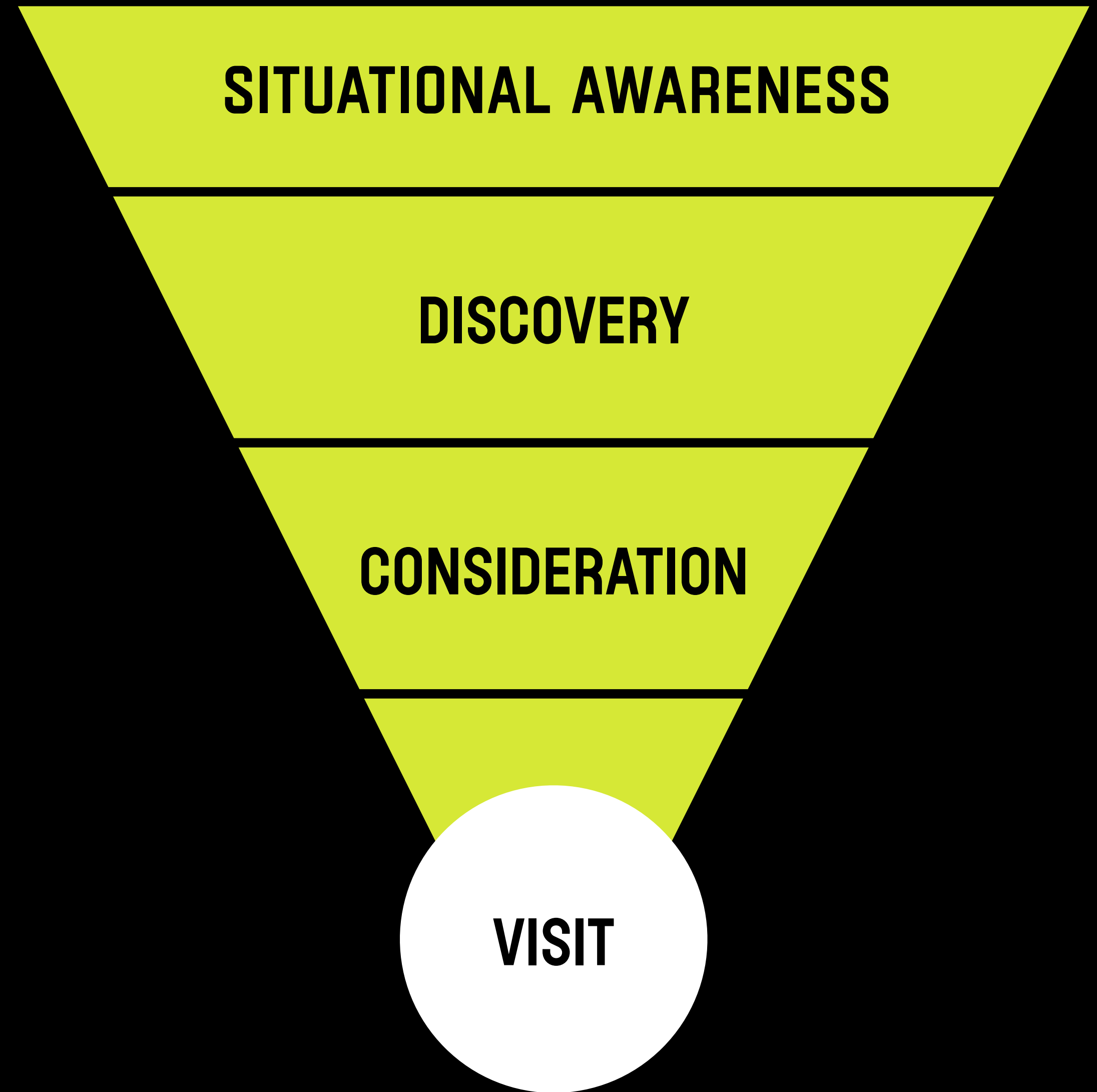


**“TRIGGER MOMENTS” ARE AN  
INFLECTION POINT ...**





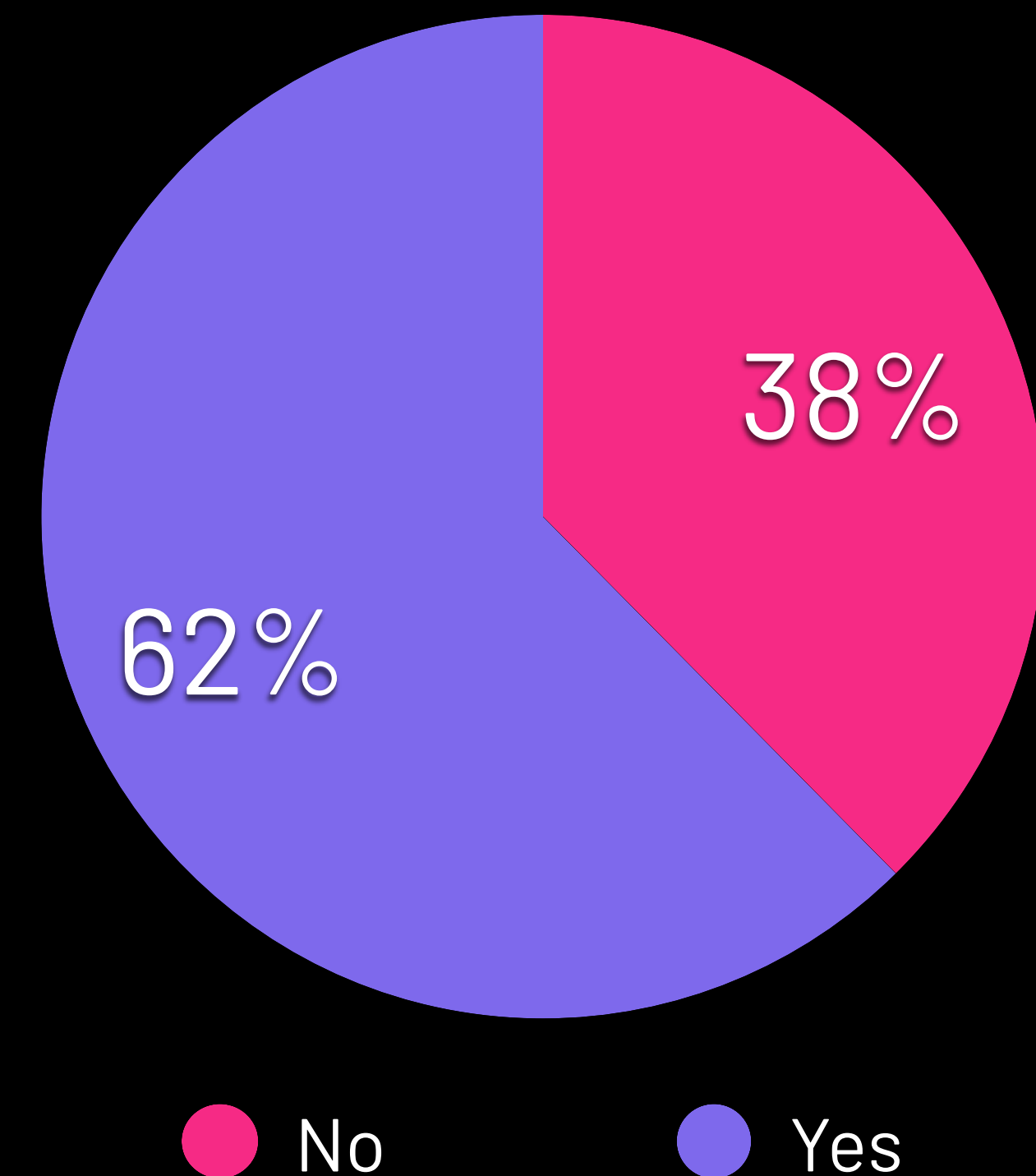
**... IN AN EXPERIENCE  
THAT RESEMBLES A  
FAMILIAR FUNNEL.**





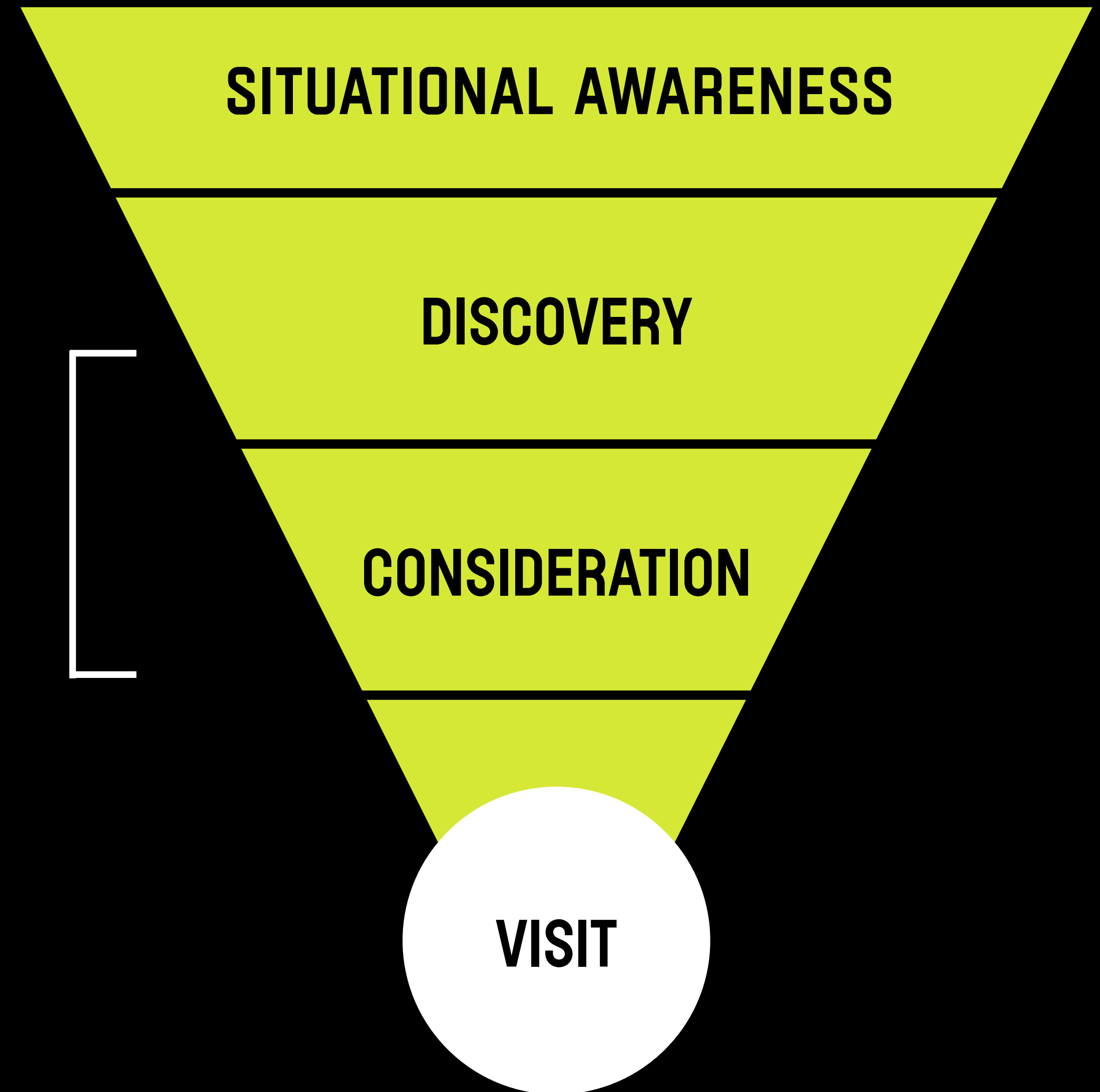
**SO FOR THE ~40% OF  
FIRST TIME VISITORS, WE  
NEED TO UNDERSTAND  
WHAT HAPPENED BEFORE  
THEY SHOWED UP.**

Have you ever visited a food shelf in the past?





**BY ADDRESSING THEIR  
UNKNOWNNS EARLY, WE  
CAN IMPROVE THE VISIT  
TONE AND EXPERIENCE.**





**TRIGGER MOMENT:**

# DOMINO EFFECT



Redditors Helping Redditors

JOIN

r/Assistance

- Posts Our Rules Helpful Information Info For Givers Message the Mods Post Types

Posted by u/theamazingpeopleman REGISTERED 16 hours ago

REQUEST Desperately need help with food

Hi Reddit! I hate having to admit I need help but with covid and all I'm really struggling. I take care of my disabled fiancee and things have definitely gotten harder lately. We recently had to pay for some new tests and things to help her with her diagnosis which didn't even provide answers we were looking for and it has left us short on funds for things like food. I only have enough cash to fill up my tank to get to work, and the check I get Friday will be taken out by rent. We've reached out to food banks and such but

we've only been getting voice have mainly been eating rice appreciated but if not thanks cathartic just to type out.

Here's a link to out Amazon w https://www.amazon.com/hz/

24 Comments Share

Posted by u/sugarsfree 24 days ago

FULFILLED [REQUEST] 26 year old, type one diabetic , alone with my cat. Had an unplanned move, was unemployed and had my identity stolen.

I live in Baltimore, MD (21224)

just recently moved. It was not a planned move. ended up struggling to find a job For a few weeks. I finally found one, but it will be 2 weeks before I see a full paycheck. That one will have to go to rent anyways. So it will be a while before I can afford any kind of food. I applied for food stamps, got approved , and before I could even get the chance to use them, someone in chicago did. Apparently someone got ahold of my social security number while I was job hunting through indeed. (We're speculating at least. I can't think of any way else this could of possibly happened.) They also were able to get my routing and checking number for my bank. and bounced a bunch of checks which

Vertical list of posts on the right side of the page, including a request for help with food and a request for aid for food and medicines.

REQUEST [REQUEST] I lost my job in the summer due to covid. I am a student studying in the UK. I have gone to food banks and tried everything to secure food besides stealing.

I am currently struggling with food. I have spent all my money on bills. My rent still needs to be paid but luckily I pay per semester so I won't need to worry about that until January.

Posted by u/SavageCriminal REGISTERED 4 minutes ago

REQUEST In need of food/gas money

I've been on unemployment for the past few months, and it's just barely enough to rent and feed myself and my dog Oliver. Each week I buy him a food to last till next week, and I buy myself a loaf of bread and a jar of PB and chips to go with . The thing is I'm in recovery and I have to go to my methadone clinic every morning to get my dose for the day. So it takes a lot of gas. I've been taking my little brother to school as a favor to my mom so I can take her car to the clinic in the morning. I've been pushing back on paying my rent this month also because the last few months I've had to do a lot of dental work. (Around \$800) worth of fillings . I had a small amount of savings from the summer that went into my dental. I asked the dentist if we could work out something so I was going in once a week paying \$150-\$200 per appointment. I still have one or two appointments left but since I was getting really strapped for cash I had them set the next out farther so I can save for it. Thanks for reading if anyone made it this far I really appreciate it.

4 Comments Share Save

Posted by u/new\_motivation REGISTERED 1 day ago

REQUEST Aid for food and medicines

Hello world ! Both my wife and I are struggling with Covid right now , thus not being able to work as much as we wanted.

I got rent covered but not much left for food , medicines and other basic stuff. Please, would anybody help us out ? Really would appreciate it. Thanks in advance.

Edit: following advice I'll specify; need around 100\$ to cover such needs , only got PayPal. Sorry if this amount is grotesque or insulting in some way to you. if you cannot or don't want to help, it's okay but don't rant on me. This is really hard to do.

23 Comments Share Save



# Redditors Helping Redditors

r/Assistance

JOIN

- Posts
- Our Rules
- Helpful Information
- Info For Givers
- Message

Posted by u/theamazingpeopleman REGISTERED 16 hours ago

## REQUEST Desperately need help with food

Hi Reddit! I hate having to admit I need help but with covid I can't take care of my disabled fiancée and things have definitely gotten worse. I recently had to pay for some new tests and things to help with the pain. I didn't even provide answers we were looking for and it has been a while. Things like food. I only have enough cash to fill up my tank and I get Friday will be taken out by rent. We've reached out to food banks but we've only been getting voice mail. I've been eating rice and beans. I appreciate but if not thanks cathartic just to type out.

we've only been getting voice mail. I've been eating rice and beans. I appreciate but if not thanks cathartic just to type out.

Here's a link to out Amazon wish list: <https://www.amazon.com/hz/wishlist/df/...>

24 Comments Share

Posted by u/sugarsfree 24 days ago

FULFILLED [REQUEST] 26 year old, type one diabetic, living with my cat. Had an unplanned move, was unemployed and had my identity stolen.

I live in Baltimore, MD (21224)

I just recently moved. It was not a planned move. I ended up struggling to find a job for a few weeks. I finally found one, but it will be 2 weeks before I see a full paycheck. That one will have to go to rent anyways. So it will be a while before I can afford any kind of food. I applied for food stamps, got approved, and before I could even get the chance to use them, someone in Chicago did. Apparently someone got a hold of my social security number while I was job hunting through indeed. (We're speculating at least. I can't think of any way else this could have possibly happened.) They also were able to get my routing and checking number for my bank, and bounced a bunch of checks which

**THERE'S AN OPPORTUNITY TO ANTICIPATE AND INTERCEPT.**

↑ 11 ↓  
 Posted by u/fash64184869 REGISTERED 2 days ago  
 REQUEST [REQUEST] I lost my job in the summer due to covid. I am a student studying in the UK. I have gone to food banks and tried everything to secure food besides stealing.

I am currently struggling with food. I have spent all my money on bills. My rent still needs to be paid but luckily I pay per semester so I won't need to worry about that until January.

↑ · ↓  
 Posted by u/SavageCriminal REGISTERED 4 minutes ago  
 REQUEST In need of food/gas money

I've been on unemployment for the past few months, and it's just barely enough to rent and feed myself and my dog Oliver. Each week I buy him a food to last till next week, and I buy myself a loaf of bread and a jar of PB and chips to go with. The thing is I'm in recovery and I have to go to my methadone clinic every morning to get my dose for the day. So it takes a lot of gas. I've been taking my little brother to school as a favor to my mom so I can take her car to the clinic in the morning. I've been pushing back on paying my rent this month also because the last few months I've had to do a lot of dental work. (Around \$800) worth of fillings. I had a small amount of savings from the summer that went into my dental. I asked the dentist if we could work out something so I was going in once a week paying \$150-\$200 per appointment. I still have one or two appointments left but since I was getting really strapped for cash I had them set the next out farther so I can save for it. Thanks for reading if anyone made it this far I really appreciate it.

4 Comments Share Save

↑ 0 ↓  
 Posted by u/new\_motivation REGISTERED 1 day ago  
 REQUEST Aid for food and medicines

Hello world ! Both my wife and I are struggling with Covid right now, thus not being able to work as much as we wanted.

I got rent covered but not much left for food, medicines and other basic stuff.

Please, would anybody help us out?

Really would appreciate it.

Thanks in advance.

Edit: following advice I'll specify; need around 100\$ to cover such needs, only got PayPal. Sorry if this amount is grotesque or insulting in some way to you. If you cannot or don't want to help, it's okay but don't rant on me. This is really hard to do.

23 Comments Share Save



## INDIRECT TRIGGER:

# LOSS OF JOB

With unemployment at an all-time high, this indirect trigger is important to focus on. Meet questions around unemployment, food stamps and food support with the resources people need.

Search Terms	Search
how to claim unemployment benefits	9,900
how to answer unemployment claim questions	1,300
unemployment and food stamps	590
unemployment food stamps	590
can I get food stamps while on unemployment	390
can you get food stamps on unemployment	320



## INDIRECT TRIGGER:

# CHRONIC DISABILITY / ILLNESS

Search Terms	Search Volume
apply for disability	18,100
disability benefits	14,800
long term disability	9,900
disability application	8,100
disability office	8,100
how to apply for disability	12,100
how to apply for social security disability	4,400
how to file for disability	4,400
how long is short term disability	2,900
how much does disability pay	2,900
is disability income taxable	2,900
how much can a disabled person get in food stamps?	880
can I get food stamps if I'm on disability?	260
disability food stamps	210
free food for the disabled	110





## INDIRECT TRIGGER:

# ABUSE / DIVORCE

Keyword	Search
how to get a divorce with no money	880
how to escape an abuse relationship	170
no money to divorce	170
divorce with no job or money	140
escaping abusive relationship	50
escaping abusive relationship no	20



**INDIRECT TRIGGER:**  
**MONEY SHORTAGE**

<b>Search Terms</b>	<b>Search</b>
can't pay bills	260
I can't pay my bills	390
can't pay medical bills	320
how to budget money on low income	320
can't pay my bills	210
I can't pay my electric bill	210
what to do when you can't pay your bills	210
unemployed and can't pay bills	170
can't pay credit card bills	140



**FOSTER THE CONNECTION THAT  
SIGNIFICANT LIFE CHANGES  
IMPACT ACCESS TO FOOD**

**(and that's ok).**



Furloughed ? YOU MIGHT  
NEED HELP WITH GROCERIES.



**Relocating** ? YOU MIGHT  
**NEED HELP WITH GROCERIES.**



**Bad breakup** ? YOU MIGHT  
**NEED HELP WITH GROCERIES.**



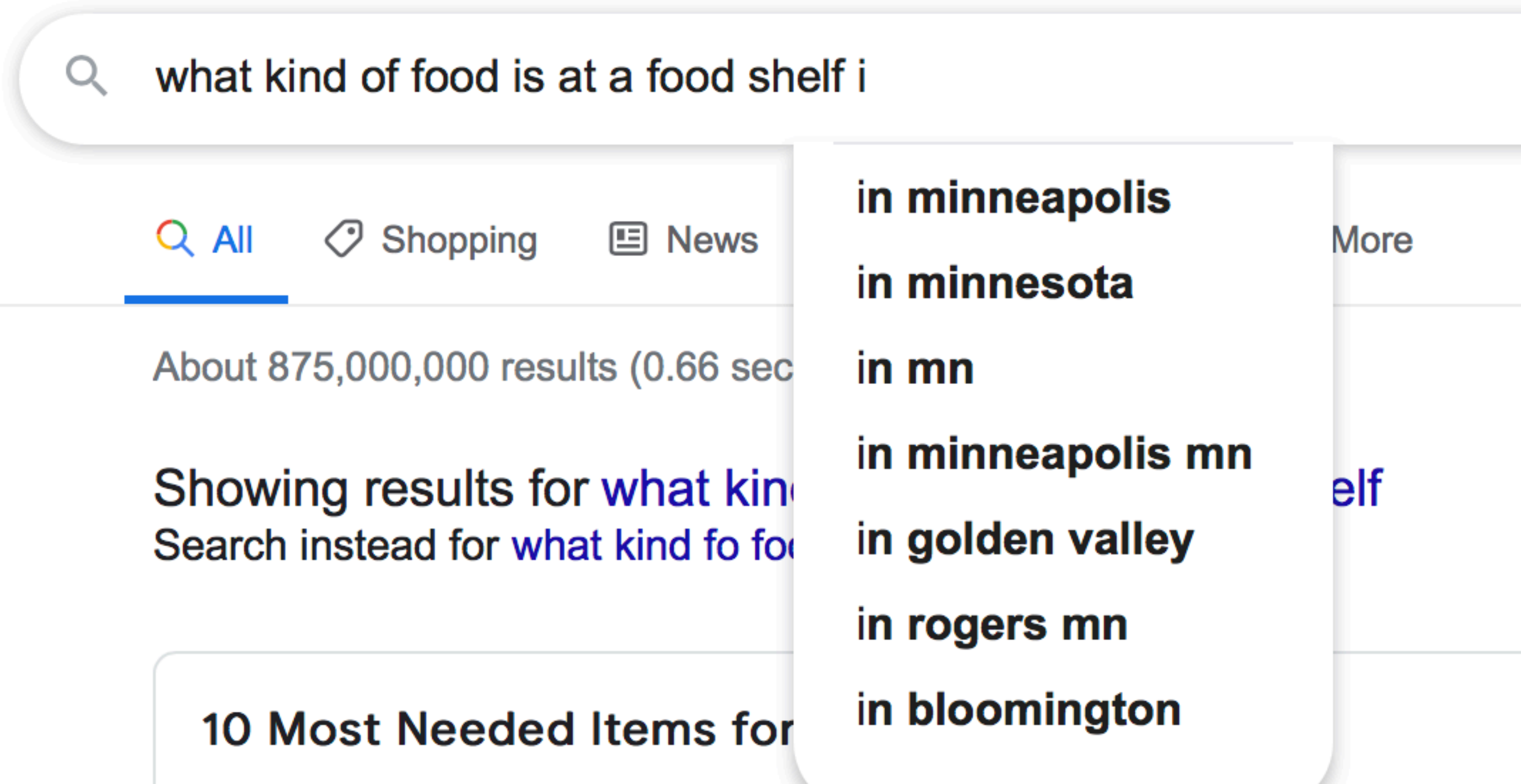
**TRIGGER MOMENT:**

**LOGISTICS**



# WHAT KIND OF FOOD WILL I RECEIVE?

"I felt embarrassed and nervous, hoping they would have food my family likes to eat. **We are half Hispanic half white and sort of eat differently than most white households.**"







# WHAT CAN I EXPECT FROM THE PROCESS?

“Before the visit, **I was nervous because I was not sure on directions or process**, but everything was very organized and efficient. Volunteers were very complete in their instructions and very friendly.”



- 🔍 what to expect at a food shelf
- 🔍 what to expect at a food **bank**
- 🔍 what to expect at a food **pantry**
- 🔍 what to expect **when volunteering** at a food **bank**



# WILL I BE ABLE TO COMMUNICATE?

Consider **adding content to your site in Spanish and Somali** to reach non-English speakers.

FeedingAmerica.org ranks well for a variety of related search terms.

Search Term	Position	Search Volume
centros de comida gratis cerca de mi	1	1600
banco de comida	1	1600
iglesias que regalan comida cerca de mi	1	1300
donde puedo encontrar comida gratis	1	1000
como conseguir comida gratis	1	1000
comida gratis hoy	1	880
donde pedir comida gratis	1	480
banco de comida cerca de mi	1	390
alimentos gratuitos	1	390
donde dan comida gratis	1	260
banco de comida gratis	1	260



## HOW WILL I GET THERE?

Proximity is clearly a key concern when clients search for a food bank as indicated by the high volume of searches including **"closest," "nearest," "near me" or "in the area."**

"Getting to the food distribution site is often the hardest part. **I often have to find public transportation and if that doesn't take me where I need to go, I have to work really hard to find another way."**

*—Online Survey Respondent*



**OVERALL, THE QUESTIONS ARE SIMPLE, STRAIGHTFORWARD AND HAVE A SENSE OF IMMEDIACY.**

<b>Keyword</b>	<b>Search Volume</b>
<b>Food Bank</b>	110,000
food bank near me	201,000
second harvest food bank	33,100
food banks near me open today	12,100
food banks open near me	6,600
food bank open today	6600
community food bank	3,600
local food banks near me	2,900
2nd harvest food bank	2,400
what is a food bank	1,600
how to get food from a food bank	720
can anyone get food from a food	590
how do food banks work	480
how do you qualify for food banks	320
what food banks are open today	210
is the food bank open today	170
what time does the food bank open	110



# ROLE MODEL BRAND: INSTACART

InstaCart leads with an FAQ to cover off on frequently asked questions regarding logistics. They then include a full help center that walks you through the process step-by-step.

## Hi! How can we help?

### Popular Articles

<b>How Instacart works</b> You're busy, so every minute counts. Let us connect you with Shoppers I...	<b>Tracking your order and delivery</b> It's easy to track your order, from the moment your personal shopper...	<b>Instacart Express</b> Instacart Express is a membership option for customers who want to...
<b>Problem with your order</b> Did you receive a delivery you're not completely satisfied with? In most...	<b>Rescheduling a delivery</b> You can change your delivery date and time up until a shopper begins...	<b>Coupons and promotions</b> Coupons Coupons and in-store discounts are sometimes available...

Help Center Log In

### All Topics

<b>How Instacart Works</b> What we do, areas and stores we serve, communicating with us	<b>Instacart Express</b> Perks, pricing, and managing your membership
<b>Placing Orders</b> Placing an order, sharing a cart, reporting incorrect information	<b>Order in Progress</b> Tracking your order, approving changes, chatting with your shopper
<b>Delivery</b> Receiving your items, reporting a problem, unknown charges	<b>Pricing, Discounts, &amp; Fees</b> Item pricing, coupon, promotions, referrals, taxes and fees
<b>Profile and Account Settings</b> Personal settings, notifications, login issues	<b>Instacart Sweepstakes Rules</b> View our monthly Sweepstakes
<b>Terms of Promos &amp; Credits</b>	



**NOTE: SOMETIMES YOUR JOB IS  
INFORMING, SOMETIMES IT WILL BE  
REDIRECTING BASED ON THE CONTENT.**



# TRIGGER MOMENT

## MESSAGE

**Normalize the variables that come with significant life changes.**

Destigmatize receiving food assistance when you experience a big life change.

## MODE

**Trigger moments often start with research and exploration.**

How can Second Harvest Heartland meet potential clients' questions before and alongside Google or social media?

## MODE

**Divide and conquer** with partner agencies on logistics information.



**PERMISSION-  
GRANTING  
OPPORTUNITIES**



**TRIGGER  
MOMENT**



**DELIVERY**

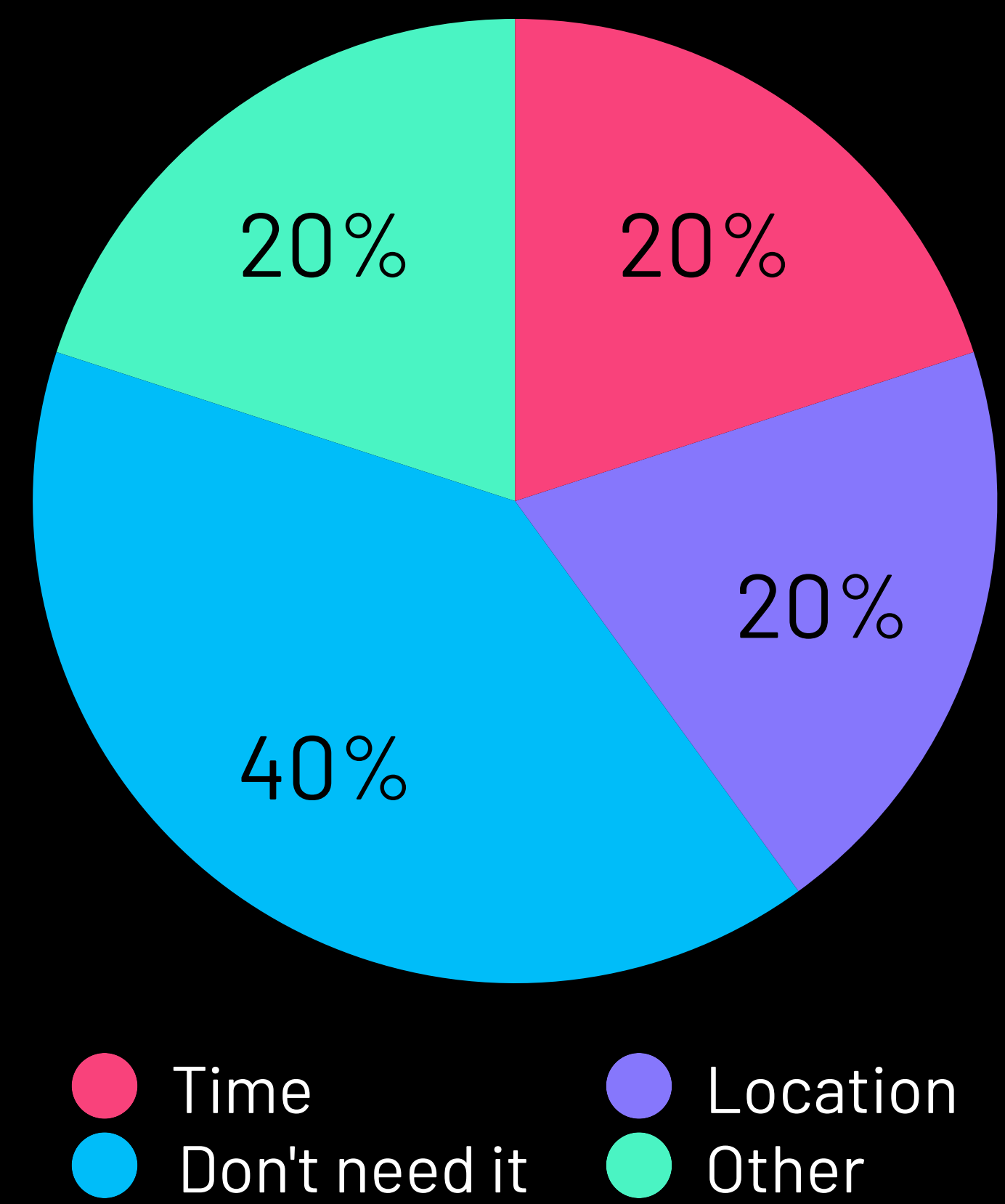




**THE ROAD TO FOOD ASSISTANCE  
IS **COMPLICATED** & EMOTIONAL.**

**FOR THOSE WHO HAVE NOT VISITED BUT ARE INTERESTED, THE BIGGEST BARRIERS ARE LOCATION AND TIME.**

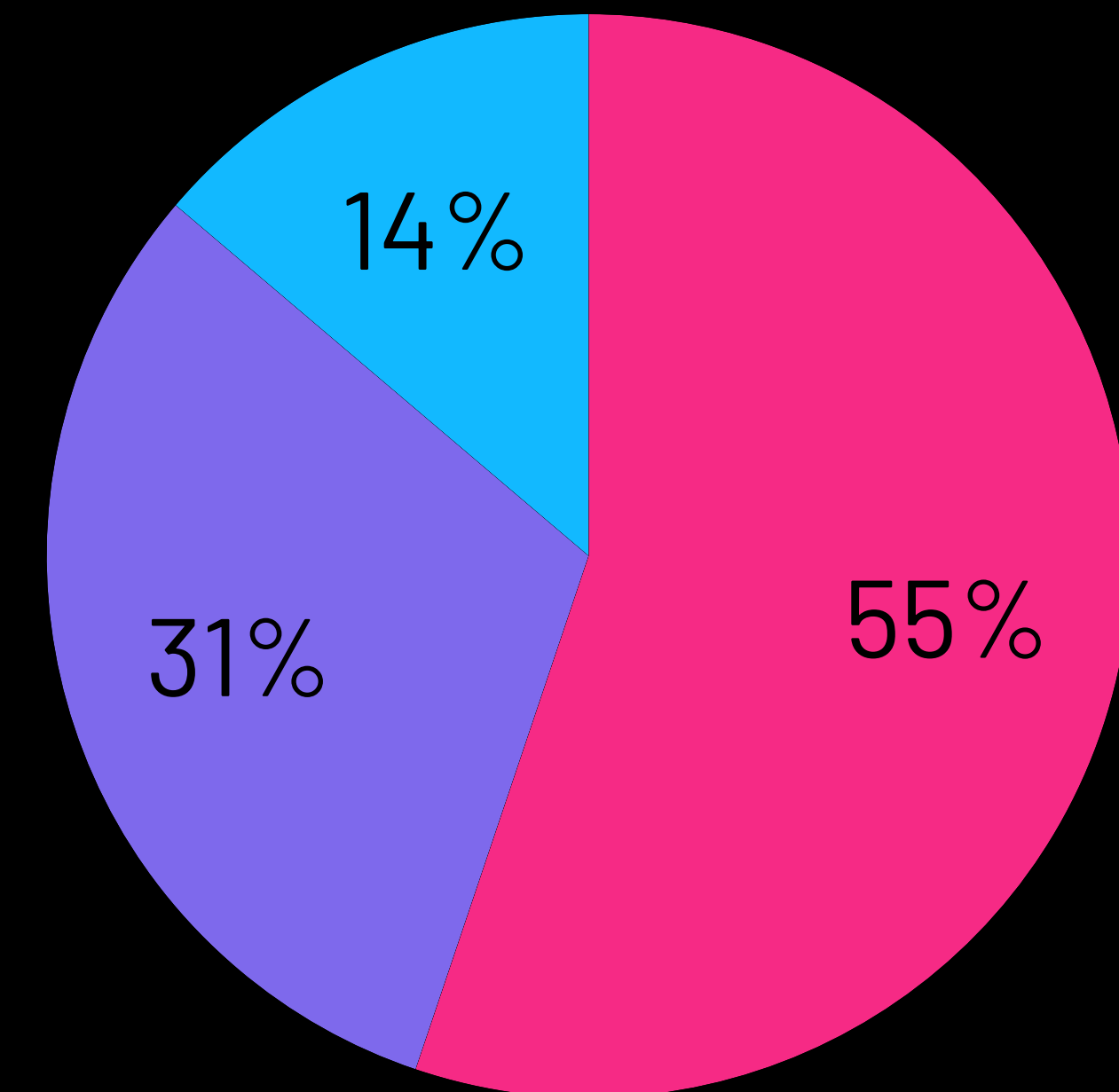
**What factors would impact your decision to visit a food shelf or distribution site in the future?**





**THE MAJORITY OF OUR  
SAMPLE CAME FROM  
RURAL ZIP CODES,  
FOLLOWED BY  
MINNEAPOLIS AND  
SAINT PAUL.**

**Minnesota / Wisconsin  
Region**



● Rural ● Metro ● Suburban

\*Rural includes 2 WI zip codes



"I have had good and bad experiences. The first time I went I just got off work and it was still going on so I got food. It was great. Healthy fruits and veggies! **The next time I took 2 hours off work** to be able to go as I figured more people would have heard about it. That time, **I got there and they were turning cars away,** already too many lined up to get and food would be out the guy said."

*—Online Survey Respondent*

"2 times I left after 2 hours because **I wasn't prepared for a wait of more than an hour.**"

*—Online Survey Respondent*

"Too far – I live in Savage, but I am expected to drive to South Prior Lake or downtown Shakopee for food. **Or lie to get food in from Dakota County resources in Burnsville.**"

*—Online Survey Respondent*



# THE PERCEPTION OF RED TAPE IS A BARRIER TO ENTRY.

“I don’t go to the food distribution sites because it seems like there are too many restrictions to get help. Proof of living in area, government ID. **I want help without the hoops.**”

—Online Survey Respondent



# AND COMPLICATIONS MIGHT DISCOURAGE RETURN VISITS.

“The first time I went to the Groveland Food Shelf, it was winter; I had zero food in my cupboards and had not yet qualified for subsidies because I was in an outpatient treatment program and transitioning into the community—there was a significant gap in time. My family didn't trust me enough to help. When I got to the food shelf, they didn't think that I looked poor enough to qualify and didn't believe my address. I spent nearly the entire open hours of the food shelf walking back and forth hungry through knee-deep snow procuring documentation with proof of residence and lack of income from my Section 8 management (who were very patient in the matter) and eventually was admitted. **It was one of the most humiliating moments in my life.**”

—Online Survey Respondent



**THE ROAD TO FOOD ASSISTANCE  
IS COMPLICATED & EMOTIONAL.**



# PEOPLE FACE COMPLEX EMOTIONS LEADING UP TO THEIR VISIT ...

**"I felt hesitant, almost like I didn't deserve this.** The people there were so welcoming, and when I left I had to pull over because I was crying."

*—Online Survey Respondent*

**"Embarrassed, scared, will I be judged?"** I shouldn't be needing help but I do. I left and felt happy, thankful and relieved."

*—Online Survey Respondent*

**"Anxiousness - Hunger/low income has a stigma and I was embarrassed** but extremely grateful and humbled by your no judgement, graceful approach to helping everyone who attends your distribution events."

*—Online Survey Respondent*





# ... THAT FLIP ALMOST IMMEDIATELY AFTER A GOOD EXPERIENCE.

"I felt hesitant, almost like I didn't deserve this. The people there were so welcoming, and **when I left I had to pull over because I was crying.**"

—Online Survey Respondent

"Embarrassed, scared, will I be judged? I shouldn't be needing help but I do. **I left and felt happy, thankful and relieved.**"

—Online Survey Respondent

"Anxiousness - Hunger/low income has a stigma and I was embarrassed but **extremely grateful and humbled by your no judgement, graceful approach** to helping everyone who attends your distribution events."

—Online Survey Respondent



# ANONYMITY HELPS.

When asked if they had the opportunity to remain anonymous throughout the process, **100% of respondents said they would choose to do so.**

“When I first showed up I felt slight embarrassment. I am grateful for the service. **The people distributing food/ leading us in were wonderful and it was very easy to just drive up. I did not feel judged at all. Felt comfortable.**”

*–Online Survey Respondent*



# DELIVERY

## MESSAGE

### **Eligibility is top of mind**

Reassure your audience that everyone is valued and deserving of the help.

## MESSAGE

### **All are welcome**

Show that you accept all types of people, all situations and all languages.

## MODE

### **Evaluate the process**

Location and time limit people from visiting due to childcare or taking work off. Consider expanding hours or modes of delivery.

## MODE

### **Consider anonymity**

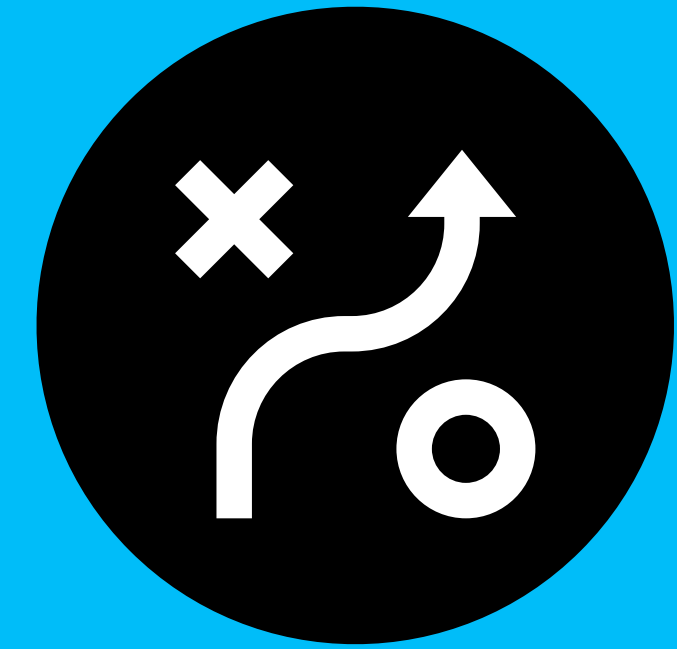
The requests for identification and questions can be a barrier to entry. Are there options to create a profile or share this information in advance?



**PERMISSION-  
GRANTING  
OPPORTUNITIES**



**TRIGGER  
MOMENT**



**DELIVERY**



# NEXT STEPS



## NEXT STEP:

# LOCAL SEARCH

- Claim both of your locations in Google My Business (Google Maps)
- Your Maplewood is listed as an "Association or Organization," consider updating to "Non-profit"
- Add a detailed description of what your organization offers

See photos

See outside

## Second Harvest Heartland

[Website](#) [Directions](#) [Save](#)

4.6 ★★★★★ 35 Google reviews

Association or organization

**Address:** 1140 Gervais Ave, St Paul, MN 55109

**Hours:** Open · Closes 4:30PM ▾

**Phone:** (651) 484-5117

⚠ Hours or services may differ

[Suggest an edit](#) · [Manage this listing](#) ?



## NEXT STEP:

# CONTENT STRATEGY

Group content together based on the following flow:

Education and intercept content could live in **PR and paid media spaces**.

The Tips & Resources content should act as the landing page for **indirect organic searches**.

Solutions content should act as the landing page for **direct organic searches** and be shared with agency partners.

## EDUCATION AND INTERCEPT

Job Loss, Money Shortage, Unable to Work, Disability, COVID-19, etc.

## TIPS / RESOURCES

5 Things You Have to Do When You Lose Your Job, Unemployed? How To Keep Your Food Costs Down, Can you get food stamps if you have no job?

## SOLUTIONS

Food Assistance Programs, SNAP, WIC, distribution sites, food bank locations

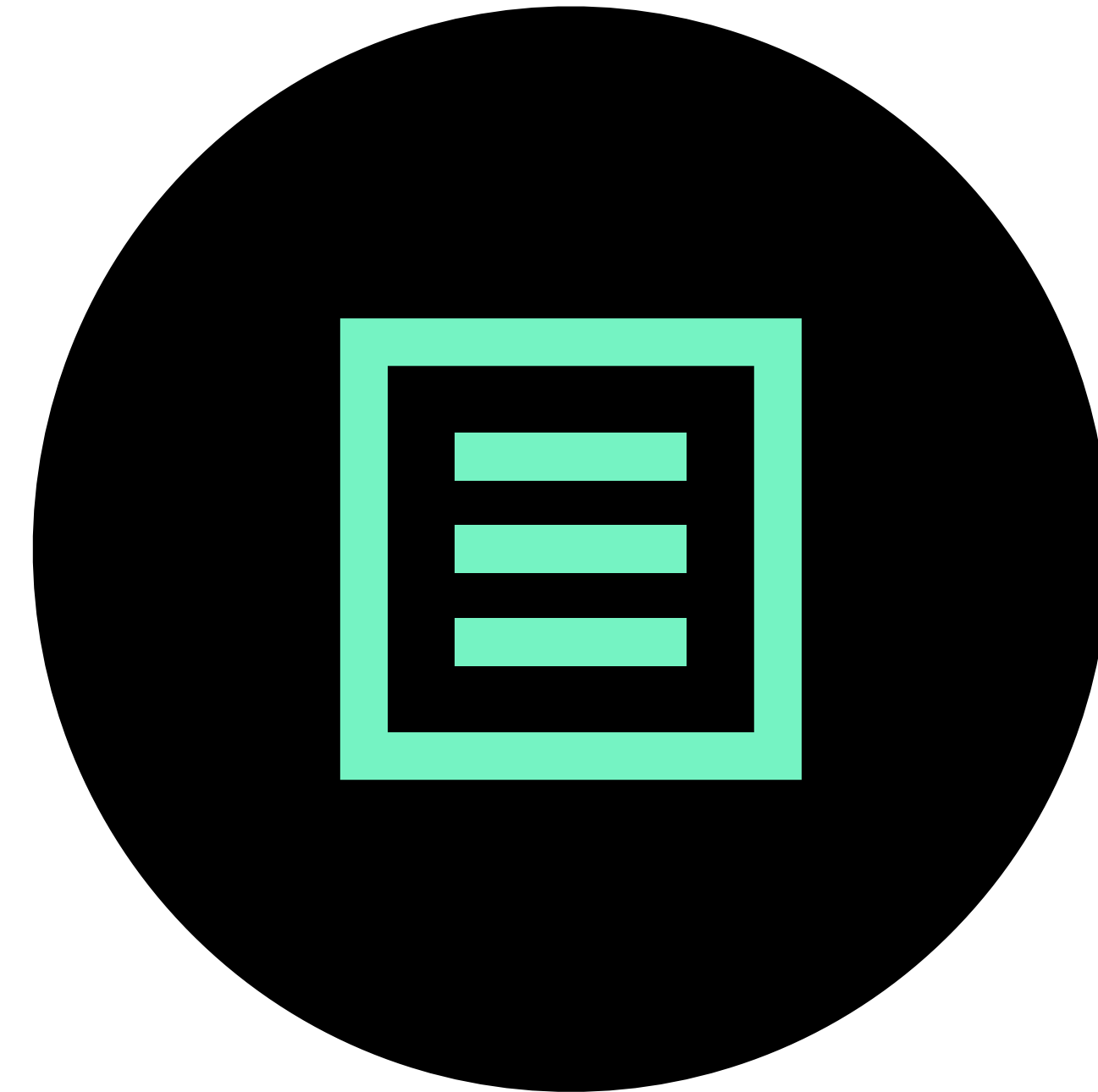




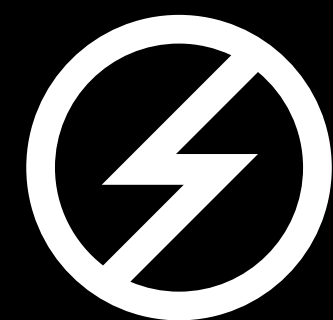
## NEXT STEP:

# CREATIVE BRIEF

Superhuman to crystallize the messaging recommendations into a one-page creative brief to inform all content moving forward. This will create consistency across channels with all audiences.



**THANK YOU**





# APPENDIX



# DIRECT KEYWORDS

Search terms directly related to food banks from people who are specifically searching for a solution for their need.

## Needs-Based

- I am hungry
- I need food
- I need help
- I'm homeless
- My children are hungry
- I can't afford groceries
- Where can I find free food?

## Solutions-Based

- Food bank
- Homeless shelter
- Food stamps
- Soup kitchen
- SNAP program
- WIC program
- Food assistance programs
- Free school lunch



# INDIRECT KEYWORDS

Search terms that indicate that the user could be going through a trigger moment and may need food.

## Trigger Moments

- Low income housing
- Apply for unemployment
- Rising grocery prices
- Can't pay my bills
- How to appeal eviction
- Where to get an abortion
- How to apply for disability
- I can't find a job
- Free public transportation
- Can students get food assistance?



# DONORS VS. CLIENTS

Search terms that indicate that someone is look to volunteer or donate food rather than receive free food.

## Give / Volunteer

- Food drive near me
- What kinds of foods can you donate?
- Where to donate food
- Can you donate expired canned goods?
- Coronavirus donations
- Volunteer at soup kitchen on Thanksgiving

## Awareness & Advocacy

- Food insecurity in America
- Hunger Action Month
- Food banks vs. food shelves
- Emergency food vs. assistance programs
- Eliminating food waste
- Child hunger and food insecurity
- Map the Meal Gap
- Fight hunger



# ORGANIC KEYWORDS

Top keyword rankings relate more to donors than to clients

Keyword	Position	Search Volume
food shelf donations	1	110
donate to second harvest	1	70
food drive mn	1	70
food donation drop off	3	1000
donate food minneapolis	3	480
where to donate food	4	1900
food shelter volunteer	4	260
food shelf needs	4	90
how to donate to food bank near me	4	70
where to donate food near me	5	2900
where can i donate food near me	7	2900
food drive	40	12100
food donation near me	54	14800
food bank donations	62	4400



# ORGANIC KEYWORDS

The site doesn't rank well for important needs-based search terms.

Keyword	Position	Search Volume
minneapolis food bank	1	480
minnesota food bank	1	390
food shelf mn	1	320
food shelf minneapolis	2	880
st paul food bank	3	170
food shelf mpls	4	70
minneapolis food shelf locations	4	40
food shelf near me	13	6600
hungry kids	15	2900
help with food	25	1300
hungry children	26	2900
mn snap	31	2900
food stamps mn	44	2900
local food banks	53	8100
food bank	67	110000
snap benefits mn	69	1300
free food giveaway today near me	75	1900
food stamp assistance	87	1900





# COMPETITOR KEYWORDS

FeedingAmerica.org ranks for a lot more organic keywords, which is not surprising given that it is a nationwide vs. regional organization.

	<b>Second Harvest</b>	<b>Feeding America</b>
Organic Keyword Rankings	6,529	100,274
Domain Authority	54 out of 100	74 out of 100
Backlinks	20,300	3.3 Million
Paid Keywords	16	1,100

FeedingAmerica.org also ranks well for Spanish search terms. Adding non-English content is an opportunity area for Second Harvest.

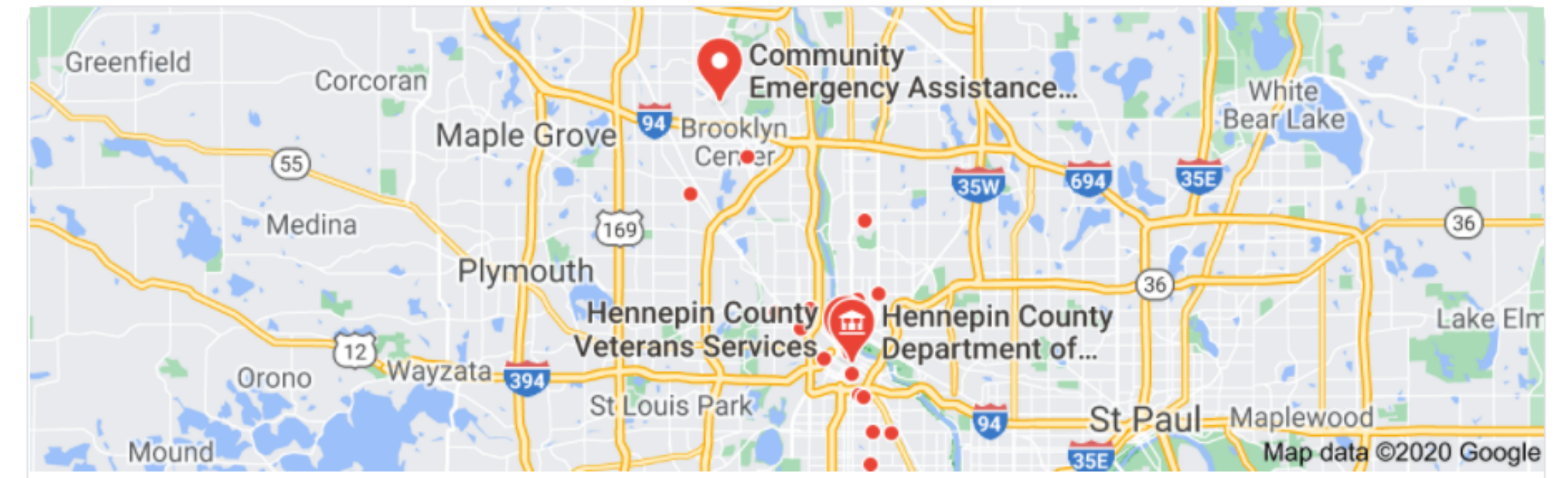


# LOCAL SEARCH

- Second Harvest Heartland doesn't appear on page 1 of Google for the term "food assistance Minneapolis"
- Second Harvest Heartland also does not appear in the Local Search results



food assistance minneapolis



Rating	Hours		
		<b>Hennepin County Department of Economic Assistance</b> 1.8 ★★☆☆☆ (30) · County government office 525 Portland Ave Open · Closes 4:30PM · (612) 596-1300	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>
		<b>Community Emergency Assistance Programs (CEAP)</b> 4.3 ★★★★★ (20) · Non-profit organization 7051 Brooklyn Blvd Open · Closes 4:30PM · (763) 566-9600 <a href="#">Their website mentions food assistance</a>	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>
		<b>Hennepin County Veterans Services</b> 3.4 ★★★★★ (10) · Veterans affairs department 300 South 6th St Open · Closes 4:30PM · (612) 348-3300	<a href="#">WEBSITE</a> <a href="#">DIRECTIONS</a>



# BARRIERS TO FOOD

## Accessibility

Food desert is a term used to describe limited accessibility to food.  
How do we help people get to food banks (transport) or bring food to them (mobile food shelf)?

## Stigma

Some people may find it embarrassing to admit that they need help.  
What messaging can we create to preserve dignity and present solutions using clients' own terminology?

## Covid-19

People may be reluctant to come to a food bank due to the Covid-19 pandemic.  
How do we ensure their safety when providing food?



# TRENDING TOPICS

## Covid-19

Trending topics provide insight into the type of content SHH could create to meet clients or donors where they are.

### Clients

- How has Coronavirus affected you?
- How to stay safe during Covid-19
- How do people get food when under quarantine?
- Food resources during Covid-19
- Covid-19 and food security
- Covid means a new normal for food banks
- Is the Coronavirus transmitted via food?
- Why are you not staying in quarantine?
- How to find Covid-19 food and night shelters
- Visiting the food bank during the pandemic

### Donors

- How to support food banks during Coronavirus
- Coronavirus: Food banks are closing and losing their workforce
- What is the best way to safely volunteer during Covid?
- How are NGOs working for Covid-19 relief?
- Pandemic food response and donations



# TRENDING TOPICS

## Accessibility

Proximity is clearly a key concern when clients search for a food bank, as indicated by the high search volume for relevant search terms that include “closest”, “nearest”, “near me” or “in the area”.

### Clients

- Free public transport
- How much is public transport?
- Transportation and food access
- Is public transport running today?

### Donors

- New strategies to fight food deserts
- The Public Health effects of food deserts
- The socio-economic significance of food deserts



# TRENDING TOPICS

## Stigma

Those that are ashamed of the stigma associated with asking for help with food may suffer in silence for too long.

### Clients

- What to eat when you are low on money
- What is the best way to reduce the cost of food?
- Why are grocery prices rising?
- Why should I not be ashamed of going to the food bank?
- Cheapest meals with a lot of calories
- Eat for under 21 dollars per week
- We need to eat, but ashamed to ask for food
- I'm ashamed to use food banks... but I have no choice
- 7 Steps to Using a Food Pantry (Without the Awkwardness)

### Donors

- Grocery prices rise across the board amid COVID-19 pandemic
- Unemployment and Inflation
- Rising grocery prices are particularly painful for the unemployed
- Food Insecurity on the Rise as Food Prices Soar
- Food Stamp Use Soars, and Stigma Fades
- Challenging the Stigma of Food Assistance
- Experts advise sensitive approaches to food screening



# KEYWORD

**Food Bank**

Search Terms	Search Volume
Food Bank	110,000
food bank near me	201,000
food banks near me open today	12,100
local food banks	8,100
food banks open near me	6,600
food bank open today	6600
local food banks near me	2,900
what is a food bank	1,600

Trending Topics
I'm broke and have no food. Can anyone help me?
What do you actually get from a food bank?
Where do homeless people get food?
How have food banks helped improve communities?
What is it like to be dependent on a food pantry?
How will I eat when I'm homeless?
Food banks play role in improving food security



# KEYWORD

## Food Shelf

Search Terms	Search Volume
Food Shelf	4,400
food shelf near me	6,600
food giveaway near me	3,600
free food giveaway today near me	1,600
food giveaway today near me	1,300
free food giveaway	1,000
food shelf minneapolis	880
food shelf near me open today	390
food shelf st paul	390
food shelf MN	320
free food giveaway today near me	390

Trending Topics
Food Bank or Food Shelf?
Food banks and food shelves: what's the difference?
Neighborhood Food Shelf
Minneapolis MN Food Pantries
Food Shelf Programs
Top Free Food Resources in St. Paul, MN
Who uses food pantries?
Should it be OK for starving people to steal food?
What do you eat when you have nothing to eat?
Food Bank or Food Shelf?





# KEYWORD

## Food Stamps

Search Terms	Search Volume
food stamps	450,000
how do I apply for food stamps	5,400
how to get food stamps	5,400
how to apply for food stamps online	4,400
do I qualify for food stamps	3,600
how to qualify for food stamps	3,600
what are food stamps	3,600
what can you buy with food stamps	3,600
can I apply for food stamps online	1,600
where to apply for food stamps	1,600
do food stamps roll over	1,300
what can I buy with food stamps	1,300
what is considered income for food stamps	1,300
am I eligible for food stamps	1,000
can college students get food stamps	1,000

Trending Topics
A quick guide to SNAP eligibility and benefits
The Food Stamp Program and Supplemental Security Income SSI recipients can now apply for food benefits.
Can I apply for SNAP benefits at the local Social Security office?
Can you get food stamps if you live with someone?
What's the difference between SNAP and EBT?
What are the current US entitlement programs?
Can I get food stamps if I am on unemployment?
Is AFDC the same as food stamps?
How can I apply for food stamps?
Can I get food stamps if I am on unemployment?
How does food stamps affect you in the future?
How to know if my food stamps were approved?
Do food stamps roll over to the next month?
Why would a job application ask about food stamps?
How long does it take to get approved for food stamps?



# KEYWORD

## Food Assistance

Search Terms	Search Volume
food assistance programs	1,900
food stamp assistance	1,600
food assistance near me	1,300
snap food assistance	590
emergency food assistance	480
emergency food assistance program	390
food assistance application	390
apply for food assistance	260
emergency food assistance near me	260
food assistance programs near me	260
food assistance mn	170
is food stamps public assistance	110

Trending Topics
Apply for SNAP benefits (food stamps)
Online application for SNAP benefits
How to use food stamps if you are traveling out of state?
What are the criteria for receiving food stamps?
What's the difference between WIC, TANF and SNAP?
Temporary Emergency Food Assistance Program
The Emergency Food Assistance Program (TEFAP)
Supplemental Nutrition Assistance Program (SNAP)
Food Assistance Programs
SNAP Supports Children and Families
Food Assistance Programs and Child Health
What's the difference between SNAP and EBT?
Can illegal immigrants get food stamps?



# KEYWORD

## Free School Lunch

Search Terms	Search Volume
free school lunch	3,600
free lunch for kids	1,900
free lunch program	1,900
free and reduced lunch	1,600
free lunch application	1,000
free school lunch near me	1,000
free and reduced lunch program	880
free lunch for students	880
free reduced lunch	880
do schools check income for free lunch	320
how to get free lunch at school	140

Trending Topics
What does it mean to have a free and reduced lunch?
Why is free lunch given to all kids in school?
Free and reduced meals
School meal eligibility and reimbursements
Applying for free and reduced-price school meals
Find meals for kids when schools are closed



# KEYWORD

## WIC Program

Search Terms	Search Volume
WIC program	22,200
WIC program near me	1,900
what is WIC program	880
WIC program benefits	320
WIC program MN	260
WIC nutrition program	140
is WIC a federal program	140

Trending Topics
Is WIC a public assistance program?
Women, Infants, and Children (WIC)
What do I need to bring to a Wic appointment?
WIC Foods for Pregnant Women Flyer
How does WIC and welfare differ?
How many months do you have to be to get WIC?
Can you get WIC if you are undocumented?
How do I apply for WIC?
WIC Eligibility Information



# TRIGGER

## Loss of Job

Search Terms	Search Volume
how to claim unemployment benefits	9,900
how to answer unemployment claim questions	1,300
unemployment and food stamps	590
unemployment food stamps	590
can I get food stamps while on unemployment	390
can you get food stamps on unemployment	320

Trending Topics
Job Loss and Unemployment Stress
You Lost Your Job, Now What? – Surviving a Layoff
5 Things You Have to Do When You Lose Your Job
How to Deal With an Unexpected Job Loss
15 Steps to Take if You Lose Your Job
I just lost my job. What do I do?
Health Care Coverage Options for Unemployed
COBRA: Continuing Health Insurance After a Job Loss
Do you lose health insurance when you get fired?
Who qualifies for affordable health care?



# CONSEQUENCE

## Money Shortage

Search Terms	Search Volume
can't pay bills	260
I can't pay my bills	390
can't pay medical bills	320
how to budget money on low income	320
can't pay my bills	210
I can't pay my electric bill	210
what to do when you can't pay your bills	210
unemployed and can't pay bills	170
can't pay credit card bills	140

### Trending Topics

- Exactly what to say if you can't pay your bills
- Pause 8 bill payments if you've lost work due to Covid-19
- Coronavirus pandemic leaves many unable to pay bills
- Dealing with debt collectors during the pandemic
- What to do if you're having trouble paying bills
- Five tips for when you can't pay your bills
- Can I stop paying rent during a pandemic?
- How to tell my landlord I can't pay the rent?
- How to eat healthily if I'm poor?
- What is the best way to pay less and eat more?
- Why is healthy food costly and junk food cheap?
- What are some cheap foods that are also healthy?
- What can I eat for under 10 dollars a month?
- Can eating one meal per day be healthy?
- Calorie Per Dollar List – Eat For 21 Dollars A Week
- What is the cheapest meal with a lot of calories?



# TRIGGER

## Eviction

Search Terms	Search Volume
how long does an eviction stay on your record?	2,900
how long do you have to move out after eviction?	1,300
how to fight an eviction	1,000
can my landlord evict me?	720
do you have to pay rent if you get evicted?	720
what happens when you get evicted?	720
how to qualify for low income housing	880
how to get low income housing	720
how does low income housing work	480
what is low income housing	480
do I qualify for low income housing	390
how do I apply for low income housing	390
can you get low income housing with an eviction	210
how to sign up for low income housing	170

Trending Topics
Will the state cancel all evictions because of Covid 19?
Can I legally be evicted with little notice?
Is a notice to vacate the same as an eviction?
What is the best way to dispute an eviction notice?
Can a landlord evict a tenant they don't like?
Can you get evicted if you didn't sign a lease?
How many months are behind in rent before eviction?
Do I have to pay rent after an eviction process starts?
What happens if I can't pay rent?
I am 1 week behind in rent. Can the landlord evict me?
Welfare: What is it like to live in Subsidized housing?
Can I get public housing with no income?
You Must Meet These 4 Requirements to Receive Section 8
Getting Section 8 Application Approved Fast 2020
How to find housing with an HUD Section 8 voucher?
How do low income apartments work?



# CONSEQUENCE

## Homelessness

Keyword	Search Volume
homeless shelters for women	8100
housing for homeless	5400
homeless assistance	2400
homeless shelters for families	2400
homeless hotline	1900
homeless resources	1900
homeless services	1900
food for homeless	1300
local homeless shelters	1300
pregnant and homeless	880
homeless assistance program	720
I am homeless	320
I am pregnant and homeless what can I do?	140

### Trending Topics

How and what do people experiencing homelessness eat?
Where do homeless people get food?
What do homeless people eat?
Nutritious Meals for the Homeless Population
How to Get Free Food When Homeless
What types of meals are served at homeless shelters?
What is the best food to purchase when homeless?
10 Myths and Facts About SNAP for Homeless Persons
How Much Can You Get on Food Stamps If You're Homeless?
Why don't homeless people use food stamps?
SNAP eligibility for the homeless
Do homeless people get welfare?





# TRIGGER

## Chronic Illness or Disability

Search Terms	Search Volume
apply for disability	18,100
disability benefits	14,800
long term disability	9,900
disability application	8,100
disability office	8,100
how to apply for disability	12,100
how to apply for social security disability	4,400
how to file for disability	4,400
how long is short term disability	2,900
how much does disability pay	2,900
is disability income taxable	2,900
how much can a disabled person get in food stamps?	880
can I get food stamps if I'm on disability?	260
disability food stamps	210
free food for the disabled	110

Trending Topics
Benefits for People with Disabilities
How To Apply For Social Security Disability Benefits
How do you apply for Social Security disability benefits?
How difficult is it to apply for social security disability?
How to go on disability in the US?
How do assets affect social security disability?
What conditions qualify for short-term disability?
Who qualifies for disability?
Can you get disability if you have never worked?



# TRIGGER

## Age

Search Terms	Search Volume
senior citizen low income housing	720
food for the elderly	590
government benefits for seniors over 50	590
benefits for seniors over 65	390
what benefits are available for senior citizens	260
food stamps for the elderly	170
food services for the elderly	140
what happens to elderly with no money	110
senior citizen low income housing	720
food for the elderly	590

Trending Topics
Nutrition programs for the elderly
Human Services Home Delivered Meals Qualifications
How to get Meals On Wheels delivered?
SNAP Special Rules for the Elderly or Disabled
Do I have to be poor to get SSI?
Does getting Section 8 affect my SSI check?
Why does welfare have more benefits than disability?
Can I have Medicaid and get food stamps too?
Guide to Benefits for Seniors
The state of senior hunger
Nutrition Programs for Senior Citizens



# TRIGGER

## Unplanned Pregnancy

Keyword	Search Volume
how to get an abortion	3600
unplanned pregnancy	1900
how much does it cost to get an abortion?	1900
pregnant and homeless	880
how to tell my parents I'm pregnant	320
pregnant and broke	110
I am pregnant and homeless what can I do?	140

Trending Topics
I'm a pregnant teenager, when should I tell my parents?
I am 14 and pregnant. How should I handle school?
Help for low-income pregnant women and families
Pregnant and uninsured
Financial help for pregnant women or moms
Finding financial help for pregnant women
Help you can get if you're pregnant
Benefits and financial support for you and your baby
Having a baby? Don't let money worries get in the way
6 things pregnant women need to know about money



# TRIGGER

## Abuse / Divorce

Keyword	Search Volume
how to get a divorce with no money	880
how to escape an abuse relationship	170
no money to divorce	170
divorce with no job or money	140
escaping abusive relationship	50
escaping abusive relationship no money	20

Trending Topics
How to find help for victims of domestic violence
How to get out of an abusive relationship
How to leave a very abusive partner?
How to leave an abusive husband
How to get away from emotionally abusive parents?
How to deal with domestic abuse
The cost of leaving an abusive relationship
Safety when preparing to leave an abuser
Create an escape plan first before leaving an abusive marriage
Navigating financial help when leaving an abusive relationship
Victims of domestic violence often stuck with financial debt
How To fund your escape from an abusive relationship
How to get money to leave an abusive relationship



# TRIGGER

## Addiction

Keyword	Search Volume
addiction help	2400
drug addiction help	2400
I'm an addict	320
addiction help near me	210
meth addiction help	210
how to get help for drug addiction	140
cocaine addiction help	140
how to get help for addiction	110
drug addiction and poverty	90
financial help for recovering addicts	70
drug rehab for homeless	50

Trending Topics
Addiction and low-income Americans
How to get out from poverty, depression and addiction?
The vicious cycle of poverty and behavioral health
What are the financial tolls of addiction?
What are the connections between poverty and crime?
Does poverty cause alcoholism?
Homeless addicts need treatment before housing
Drug addiction and homelessness