

Brittney Lubeski

Melissa Cochran

Senior Field Research

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Introduction

“One in nine people go to bed hungry.”

This means that out of 7.7 billion people, 900 million are struggling because of lack of nutrition. Of that 900 million there are children growing up malnourished and hardworking families starving. When children grow up with an insufficient diet it leads to a higher risk of getting sick and an even higher chance of an early death. Food is one of the basic necessities to life and without it things like, school and work become impossible. This is where Outside the Bowl comes in to help. To the daunting fact above OTB responds by saying...

“One in nine people go to bed hungry... Together we will change that.”

By creating what they call “Super Kitchens”, Outside the Bowl works in different countries throughout the world to help lessen world hunger. After seeing the impact this company has globally, it made me want to jump in to action and I realized that so many others would too if they knew about this cause. Although they already have a decently sized donor population, they are all sourced from one place; North Coast Church. Relying on donors from this church has worked in the past ten years, but if they could reach out to more people in different age groups and different cities, they could not only spread the word of their impact, but gain even more donors in the process. This company has the potential to internationally change

so many more lives and I could only imagine how big that impact could be with more donors. This brought up the question, how can Outside the Bowl improve the way they market to accurately spread the word of their impact to more people?

Background

In 2005, Jae and Debra Evans, the founders of Outside the Bowl, moved to South Africa to become full time missionaries. As they began working with Xhosa children in a town named Mbekweni, many children would come up to Debra complaining of hunger. Alongside some of the other moms in Mbekweni, Debra began cooking soup in the community center where their church programs were run. Within the first week they watched the original attendance of 60 kids turn into over 300.

In 2007, the pastor of North Coast Church, Chris Brown, decided to fly out to South Africa. After seeing the impact that the soup was making, he went back to California and raised money for their first Super Kitchen, an idea that Jae came up with to efficiently mass produce hot and nutritious meals. In 2008 it was officially built in Paarl, South Africa and within the first year of operation 1.5 million meals were served.

A “Super Kitchen” is a little different from an ordinary soup kitchen; they stand apart in two large ways. Instead of handing out food to everyone that comes to their kitchen, OTB has ministry partners. These are often local churches, schools, or local businesses that have a need for nutritious food. At a very low cost, the kitchens are able to sell each ministry partner meals

daily. Because of OTB people are able to come to work, school, church and be provided with a healthy meal, that they weren't likely to get otherwise.

These meals positively impact the ministry partners as well as the people. One of these benefits being an increased capacity, more children will come to school and more families will be compelled to come to church if they know they are being provided with a meal. Without a proper meal many children can't concentrate in school, people can't focus on work, and families don't have time to come to church. By simply providing each of these places with daily meals it solves each of those problems.

The benefits to the local community are the second reason these kitchens stand apart. Instead of sending Americans to work as staff in these kitchens, they employ members of the community to prepare, cook, and deliver the food to each location. After some time OTB is able to actually hand the business over to these communities without any American involvement, making it a fully functioning company that can employ many.

But, let's talk about why there is a need for Outside the Bowl. Throughout each and every country there are hundreds of families that struggle with food insecurity. Food insecurity happens when a family is unable to access food that is nutritious, affordable, and sufficient. A lot of the time this stems from unemployment and poverty due to the unstable economies of the countries. Malnutrition is another risk of not having a sufficient diet, a family may be provided with daily meals, but if it does not give the correct nutrients it can be just as bad as not eating at all. Weight loss, tiredness, inability to concentrate, higher risk of getting sick, depression are all common symptoms of malnutrition, but it can get as bad as, losing hair, inability to breath, or obtaining diseases such as scurvy. Malnutrition can have lifelong effects in children and adults

and so implementing the proper diet is vital. Although Outside the Bowl wants to eventually build kitchens in many more countries, Mexico, South Africa, Haiti, and Malawi were at the top of their list because of the need.

Mexico

Kitchen locations: Tijuana, Mexicali, and Jalisco

According to *USDA Foreign Agricultural Service, Global Agricultural Information Network*, between 25% and 35% of all Mexico's residents are unable to get access to an adequate meal and 10% of them have a serious food insecurity (*pg.2*). Even if the families have access to food there is no guarantee that it will provide them with the accurate nutrition needed. When this happens it often leads to malnutrition in both children and parents, which makes it harder for them to succeed in society.

Although the national percentages don't seem that large, in 2008, Mexico found that more than 52% of their rural communities had no access or little access to the amount of food that is necessary for their families. This is where OTB found a home for their first kitchen in 2012, and then again in 2014 and 2016.

Haiti

Kitchen locations: Port-Au-Prince and Port- Au-Paix

Haiti Partners, Statistics found, 59% of the population in Haiti lives on \$2 a day. This is shocking to most in an American culture because \$2 is not enough to buy a coffee, let alone feed your whole family. 30% of Haiti is considered food insecure and most people only make it to age 63. Although this country has been struggling with these problems for many years, the earthquake in 2010 made their problems even worse. *USAid* report on Haiti says, 40% of

households became undernourished and 30% of their children suffered with chronic malnutrition. Despite the fact that these rates have gone down in the last few years, Haiti still remains in the top ten of *Concern Worldwide* list of “hungriest countries”.

Outside the Bowl has been working in Haiti since 2010, trying to provide a sufficient meal to hundreds.

South Africa

Kitchen locations: Paarl and George

South African Medical Journal reports that Urban South Africa has continuously had one of the highest food insecurity rates since 2006. This rate got even larger in 2009 when global food prices increased. When this happened families could no longer afford veggies, fruits, and high quality meats. As you may have guessed this leads to malnutrition and a weaker society. Since 2009, many families living in Urban South Africa have been in constant struggle to get nutritious food for themselves. Outside the Bowl kitchens try to fill this gap in both Paarl and George.

Malawi

Kitchen locations: Lilongwe

Malawi holds the title of “*The Orphan Nation*”. Almost half of this county is under the age of 16 years of age and 51% are affected by poverty. To make this even worse *Children of the Nations* states, Malawi has the ninth highest rate of HIV/AIDS, one in 11 people are affected. Lilongwe is Outside the Bowl’s newest kitchen, but as you read the statistics above you can tell why nutritious food may be a necessity to the children here.

During the past 13 years, Outside the Bowl has built nine kitchens throughout each of these countries and has served 17 million meals. They have done this with a staff of only five and from the donors of one church. With a population of 11,000, relying on donors from North Coast Church has worked in the past and would probably still continue to work for many years, but by spreading the word to even more people the impact could be even greater.

Methods

My goal was to revamp the marketing outlets Outside the Bowl had and find new avenues to discover donors. One of the most important things to first understand was who their donors are, meaning I needed to form demographics of the people that followed them on social media and of their donor base. To do this, I first looked in to the OTB Instagram and Facebook. The nice thing about these two apps was that it made it easy for me to get things like gender, age, location, types of posts interacted with, and the most active time of the followers. From this, I created a spreadsheet so this information could be compared and evaluated.

Another thing that I tried was A/B testing with the Facebook and Instagram pages. The first thing that we tried was a promotion for the month of February. Through the month we campaigned “Served with Love” on the website and the media pages. For every \$5 that was donated 12 meals would be given to children across the world. This was in hopes of getting more engagement per post and inviting people that are not yet donors to get involved. The second thing that we tried was having a central color scheme of red. When looking at other nonprofit

media pages, most of them have one scheme that draws your attention and makes you want to know more.

To get an accurate description of the existing donor base I made a donor survey. I used this as an opportunity to not only gain analytics of the average donor, but to also understand what kind of content they were most interested in. The survey was sent out to all the monthly donors and as an incentive the completion of the survey was a ticket for a raffle. Once I created a profile of someone affiliated with OTB, the information could be used to accurately market to the existing followers/donors and to gain new ones. Having this information in mind, it would change social media posts and how information is sent out pertaining to upcoming events and newsletters.

Analysis/Discussion

Current Marketing Strategies

Currently Outside the Bowl largely markets in two ways; through events at North Coast Church and on social media. On social media, they have the most following from both Instagram and Facebook. Both of these platforms provide a very good avenue for nonprofit businesses to spread the word of what they are doing. Outside the bowl uses each platform to share the happenings in each country with their donors. The hope is to give donors an understanding of how their money is being used and to invite new people to discover what Outside the Bowl aims to do. On average, 540 people view the daily posts, but they are only getting around 45 likes. There are roughly 1,000 people that follow the Instagram page and 2,000 people that follow the Facebook page.

Outside the Bowl holds a series of events either in partnership with North Coast Church (NCC) and on their campus. Two events that NCC puts on are Starving to Serve (S2S) and The Jordan Ball. S2S is an event that is put on the Jr. High ministry, for 24 hours they “starve” and they raise money for the local community. Half goes to Outside the Bowl and the other half goes to the organization of that groups choosing. The purpose of this event is to teach kids about global hunger and to help feed hungry in the local and global community. “The Jordan” (the 18 to 25 age ministry), holds a ball once a year and throughout the night they are encouraged to donate. There are numerous events that OTB holds at the NCC campus, such as Tea for a Reason, and the Global Food Experience. Tea for a Reason is an fundraising event that OTB holds for women to come together in community for tea. Throughout the morning there are raffles, shopping, and a program that shares OTB’s mission and how they are accomplishing that. Global Food Experience hopes to teach people from ages 7 to 98 about global hunger. To do that they have everyone select a card when they walk in, this card will either place you as low, medium, or high income. As the night goes on each income bracket has a meal, the lower income sits on the ground as they eat rice on parchment paper with their fingers. Medium income also sits on fold up chairs and tables to eat rice and beans with paper plates and plastic utensils. The higher income gets a three course meal, glass plates, silver utensils, while they sit on fully decorated tables. By the end of the night people are left with an understand of how privileged most Americans are to even be eating on plates.

Outside the Bowl also gives donors the opportunity to host events in their homes to spread the OTB mission. These are called “Super Kitchen Suppers”. The hope is that the host family would invite people from their community to share a traditional meal and talk about what

OTB does. They would be provided with instructions for how to prepare a traditional meal from one the countries in which the Super Kitchens are located and different native crafts or activities that they could do.

Outside the Bowl spends a lot of time making sure that people in the local community understand global hunger and how difficult it is to function in society when someone lacks the basic necessities to survive.

Survey Data

After analyzing the data from both social media platforms, a few things stuck out. For one, most of the followers were located in the Oceanside area which is where a majority of North Coast Church families live, from this we can gather that not many people outside of the North Coast community are invested in the OTB cause. Second, 73% of the followers were women. Considering that OTB tries to market to both men and women this was an interesting percentage to look at. Lastly, a great number of the followers were in the age range of 25 to 44, 63% to be exact. While recording this data two questions arose, how can we get more men to engage in what we market? And how can OTB expand the locations of their followers?

When comparing the kinds of followers that Facebook had over Instagram we found that Facebook followers were much more diverse. Even though a majority of the followers were from the Oceanside area, there were a good amount from Mexicali and Tijuana. For the most part Instagram and Facebook statistics were very similar, but this was something that was unique to Facebook.

In reviewing the survey results, the statistics that were gathered affirmed the data that was received from the social media accounts. There were 15 responses, 11 of which were

women. 86% of them first heard about Outside the Bowl from North Coast Church and the other 14% heard from a friend or “other”. This validates the fact that most of OTB donors are coming from one place. 87% of the respondents are familiar with Outside the Bowl’s mission. Although 87% is on the higher end, there is always a hope that all donors are familiar with the mission. 100% feel that their donation makes an impact, from this Outside the Bowl can gather that the staff is doing a good job of sharing impact stories. 67% of people have a clear understanding of how their donation is spent. This was a concerning low number, but it was one that was expected because OTB could be doing much more to personalize the donor experience, the only challenge is that it can be difficult to get day to day information from each country. 73% believe that the organization does a good job recognizing donors for their contribution, again this percentage is something that could be easily increased with simple changes.

When asked the question have you ever volunteered for Outside the Bowl? 80% responded no. The purpose of putting this question in the survey was to see if people would have a higher understanding of the mission if they had previously volunteered. The connection was made that the people that had volunteered we’re also the ones that marked that they fully understood the mission. On the other hand, there were a few people that had never volunteered but stated they fully understood the mission, so this fully was proved to be inconclusive. Another very concerning percentage was that 46% of the respondents didn’t know what a “Super Kitchen Supper” was. This shows an inaccuracy in marketing on OTB side.

The next set of questions were aimed at the marketing strategies that OTB correctly has. 100% wanted to receive OTB updates through email and (the next highest percentage) 33% wanted them through social media. Currently OTB emails monthly newsletters and donors are

updated everyday on social media. When asked which kinds of social media they preferred, most favored Facebook and Instagram, but a large percent also marked they have no media accounts. This validates the efforts that were being made for both Facebook and Instagram, but also shows that just as much effort needs to be spend on marketing outside of social media.

In efforts of getting more engagement per social media post, the question, what are you most interested in seeing on social media accounts, was asked. The majority of people wanted to know about upcoming events. The second highest was, impact stories from children and elderly receiving OTB meals. The third was “how Super Kitchens operate”. From the information that was gathered from this question it shows that donors want to know more about the impact their money and also that not everyone fully understands how the kitchens operate.

Non-Profit Marketing

According to Classy.org, a crowdfunding company that specializes in online fundraising for nonprofit organizations, successful marketing for any nonprofit can be broken down into 10 lessons. The first being, getting to know your donors. Companies must know who their audiences are and deliver personalized content just for them. Donors are more interested in giving when they feel personally invested in not only in the mission, but with the staff. The second is having an emphasis on visual marketing. Donors are more likely to be compelled and engaged in photos, videos, infographics and personal testimonies. By doing this, nonprofits are likely to gain a higher engagement. The third lesson is understanding fundraising psychology. Know why people behave the way they do, so that you can create content that will identify with them, increasing the chances of a response. Specifically understanding the psychology of giving is important for a nonprofit organization. Number four, building donor relationships separately.

It's key to separate monthly donors from first time donors. Not all donors have the same relationship with the company and they should not be treated like they do. Five, don't ignore new email subscribers. Once people have signed up for the newsletters, email updates, etc. make sure to keep them engaged, send them a personalized email and start a relationship. Number six, mobile marketing is vital in this day and age. Donors are more likely to interact with organizations from their smartphones. "66% of emails are now being read on mobile devices". Number seven, remember that not all social media platforms are created equally, with each platform different audiences will be engaged and make sure there is accurate marketing for the specific kinds of supporters you have on each. Number eight, branded donation pages. "A nonprofit with a branded donation page collects five times more gifts and raises nearly \$15,000 more than a nonprofit with a generic donation page". Brand specifically to the companies campaigns and use the same graphics and logos throughout emails, social media posts, etc to draw attention to that page. Number nine is testing. A/B testing is vital to improving donor engagement and response. An example of A.B. testing would be trying a new color scheme on social media, tracking followers interaction, then a month later changing the color scheme again to see if donors respond worse or better to it. This gives a nonprofit an understanding of how to accurately market. Lastly number 10, is remembering that a written letter is sometimes much more meaningful than an email. Personalize letters and thank you cards can often go much farther than an automated email. This might entice someone to donate again or become monthly donors. All ten of these reinforce the current marketing strategies OTB has, but presses the fact each should be a top priority in running a successful non-profit.

Action Plan

Based on the analyzed data, the initial question that was asked has many possible answers. Marketing for nonprofits can look very different per company because marketing avenues should be tailored to the benefactor. After looking through Outside the Bowl's existing donor base it became clear that a majority of the donors were women that lived in the Oceanside area. Although the current marketing system works to maintain this majority, Outside the Bowl has an opportunity to reach many more people by linking with other churches in the community. By simply finding various churches in new cities, Outside the Bowl can spread the word of what they do and potentially gain even more donors. To start reaching out to new churches, I suggest handing out packages with different events that OTB could host at the churches location. An example would be "The Global Food Experience"; by putting on this event it would give the attendees an understanding of what global hunger is and would also serve as an introduction to OTB. After the first event the church could decide to either become partners with OTB (meaning they would host many Outside the Bowl events throughout the year), have annual events (meaning they could do one event a year), or they could decide that the OTB organization is not for them.

The data that was collected from social media page was very helpful in crafting part of the new marketing plan. The posts that had the highest engagement were the photos with either the staff or local community. After talking with my mentor we found that these types were the most popular because the "likers" knew the people in the photos. When someone signs onto social media they are more likely to interact with a photo that they can identify with. In future posts, I suggest doing more "Kitchen Builders Month by Month", this was something Outside the

Bowl had done in the past to promote their monthly donors. This included a photo of the family and their testimony of OTB. It not only gives the “liker” a post that they can relate to, but gives them a reason look further in to the OTB mission.

The survey results helped to complete the new marketing plan. When asked the question, “What are you most interested in seeing on our social media posts? ”, most people were interested in upcoming events, impact stories, and how the kitchens operate. Since there are so many kitchen locations and headquarters is so far from them all, it is very difficult to know exactly what is happening everyday. If OTB was able to obtain is kind of information the social media could include posts such as kitchen staff and ministry partner introductions or videos of what kind of food is being cooked/distributed that day. I thought that by having an in-country media director they could achieve that. Although this was an idea that OTB previously had, I believe that putting this idea in motion would be extremely beneficial to linking the donors with the day to day impact OTB is making.

Lastly, spreading the word and advertising more for “Super Kitchen Suppers”. There are so many of our donors that have never heard of them, but I am sure that there are many that would consider it if they did. Peer to peer marketing can be even more powerful than a simple post on Instagram and just think of the impact of having a 1,000 people spread the word of OTB rather than only the staff of 5.

As the OTB donor population changes sizes the marketing strategies will have to also. There are never ending questions and never ending answers, as for marketing strategies change everyday and become more advanced with every minute. These are not long term solutions, but hopefully they can help OTB grow even a little.

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Appendix

Current Social Media Demographics

Instagram

Regions	
Oceanside	17%
San Diego	16%
Vista	12%
Carlsbad	5%
San Marcos	4%
Age Range	
13-17	1%
18-24	9%
25-34	31%
35-44	32%
45-54	16%
55-64	8%
65+	3%
Gender	
Female	73%
Male	27%
Times of the day to post	

Facebook

Regions	
Oceanside	223
San Diego	217
Tijuana	173
Vista	150
Mexicali	97
Carlsbad	77
Age Range	
18-24	7%
25-34	27%
35-44	27%
45-54	17%
55-64	14%
65+	6%
Gender	
Female	69%
Male	30%
Times of the day to post	

Mondays	3:00 PM
Tuesdays	6:00 PM
Wednesdays	3:00 PM
Thursdays	6:00 PM
Friday	3:00 PM
Saturdays	12:00 PM
Sundays	6:00 PM

Figure 1

Demographics taken from OTB's Instagram including the regions, gender, age of the followers, and the times of the day in which a photo is interacted with the most.

Mondays	5:00 PM
Tuesdays	7:00 PM
Wednesdays	6:00 PM
Thursdays	3:00 PM
Friday	7:00 PM
Saturdays	5:00 PM
Sundays	6:00 PM

Figure 1a

Demographics taken from OTB's Facebook

Survey Responses

1. Please enter the information indicated below.			
First Name			15
Last Name			15
Email Address			15
City of Residence			15
Date of birth (mm/dd/yy)			14
Gender			14
Name of spouse			14
Preferred phone			15

Figure 2

The amount of responses from the donor experience survey

2. How did you first hear about OTB?			
		Number of Response(s)	Response Ratio
North Coast Church		13	86.6%
A friend		1	6.6%
OTB's website		0	0.0%
Social media		0	0.0%
Other		1	6.6%
No Responses		0	0.0%
Total		15	100%

Figure 2a

Where the donor first heard of this nonprofit, to figure out where more marketing is needed for the future

3. Please rate your agreement with each of the following statements.
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Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I am familiar with Outside the Bowl's mission	0 0%	0 0%	0 0%	2 13%	13 87%
I feel my donation makes an impact	0 0%	0 0%	0 0%	0 0%	15 100%
It was easy for me to donate to your organization	0 0%	0 0%	0 0%	0 0%	15 100%
I have a clear understanding of how my donation will be spent	0 0%	0 0%	1 7%	4 27%	10 67%
I believe your organization does a good job of recognizing donors for their contributions	0 0%	0 0%	2 13%	2 13%	11 73%
I would recommend your organization to a friend or colleague	0 0%	0 0%	0 0%	1 7%	14 93%
I am satisfied with the relationship between your organization and myself as a donor	0 0%	0 0%	0 0%	1 7%	14 93%

Figure 2b

A series of questions to find out how comfortable the donor is with the nonprofit

4. Please share why you chose to donate to Outside the Bowl.
Answer
because I believe in the work you are doing.
OTB is a ministry working in a field which is close to our hearts. Love the way it is organized and its simple clear mission. Filling a basic need for those who have a great need, what a blessing!
I believe in the mission and appreciate the way the communities are served.
I like your mission
I believe in the thought process in what you have set up and what you are doing to create a sustainable process to help more people and make them self responsible in each area
I had an abundance, more than I needed OTB is a great organization that feeds and blesses those who are in need.
I believe in their mission to further God's kingdom by feeding people both physically and spiritually. I like that they come alongside Christian organizations and utilize existing infrastructure and integrate themselves into the communities they serve.
I loved the mission. I have enjoyed watching it grow over the years - from the vision to where it is now. It's so awesome to see God's money in action, changing people's lives.
It's amazing to me how much can be done with so little. I love that my donation helps to feed people - body and soul!
I began donating because there was a presentation at the Edge to raise funds for a kitchen in a place that I lived as an exchange student. It never actually happened, but the more I learned about Outside the Bowl, the more I wanted to be involved. I loved the concept of sustainable kitchens that contributed to the local economy.
Recommended by North Coast Church; we believe in your mission to serve and feed the poor and needy around the world.

To impact hunger and share the gospel in a hurting world.
We are on board 100%, love your commitment, vision, and most of all ACTION.
First - We are Neutral on the recognition as we do not even think about it - not a reflection on OTB.
We give because God has given much to us and giving might be our ministry
this ministry has our name on it
I go to the edge, and support the cause of OTB

Figure 2c

Why do the donors donate, to try and figure out how to get others to donate. Also to use as donor testimonials for the website/social media

5. Have you ever volunteered for Outside the Bowl?			
		Number of Response(s)	Response Ratio
Yes		3	20.0%
No		12	80.0%
No Responses		0	0.0%
Total		15	100%

Figure 2d

To understand what their experience is with the nonprofit. How involved are they?

6. Which OTB events would you be interested in volunteering for in the future?			
		Number of Response(s)	Response Ratio
Outside the Bowl Gala (planning committee)		4	26.6%
Outside the Bowl Gala (October 11)		6	40.0%
North Coast Weekend Events		6	40.0%
The Global Food Experience (July 15)		4	26.6%
OTB Charity Golf Tournament (planning committee)		2	13.3%
OTB Charity Golf Tournament (March 15)		1	6.6%
Tea for a Reason (December 7)		5	33.3%
Office tasks (help as needed)		3	20.0%
None		4	26.6%
Other		5	33.3%
Total		15	100%

Figure 2e

Creating a volunteer database for future events

7. Have you ever considered hosting a Super Kitchen Supper?			
		Number of Response(s)	Response Ratio
Yes, I plan on hosting one		0	0.0%
Yes, I just need more information		1	6.6%
I would consider it if someone else cooked the food		0	0.0%
I don't know what that is		7	46.6%
I am not interested in hosting an event		7	46.6%
No Responses		0	0.0%
Total		15	100%

Figure 2f

Do people know what a Super Kitchen Supper is? Can we more accurately market for them?

8. How do you prefer to receive OTB updates (select all that apply)?			
		Number of Response(s)	Response Ratio
Email		15	100.0%
Phone		1	6.6%
Mail		3	20.0%
Social media		5	33.3%
Website		4	26.6%
In person		2	13.3%
Other		1	6.6%
Total		15	100%

Figure 2g

What kind of marketing should we be using? Which are most popular?

9. Which country are you most interested in?			
		Number of Response(s)	Response Ratio
Mexico		6	40.0%
South Africa		1	6.6%
Haiti		3	20.0%
Malawi		0	0.0%
Other		4	26.6%
No Responses		1	6.6%
Total		15	100%

Figure 2h

Which country should we be posting the most about?

10. Which social media platforms are you active on (select all that apply)?			
		Number of Response(s)	Response Ratio
Facebook		9	60.0%
Instagram		7	46.6%
Twitter		1	6.6%
None		5	33.3%
Other		0	0.0%
Total		15	100%

Figure 2i

Which social media platform should we be focusing the most on?

11. What are you most interested in seeing on our social media posts (select all that apply)?			
		Number of Response(s)	Response Ratio
How OTB Super Kitchens operate		10	76.9%
OTB international staff introductions		9	69.2%
Impact stories from meal recipients (children, elderly)		11	84.6%
Impact stories from ministry partners		9	69.2%
Impact stories from donors (U.S. support)		4	30.7%
The food being cooked in OTB Super Kitchens (recipes)		8	61.5%
Inspirational quotes		6	46.1%
Bible verses		2	15.3%
Upcoming events		12	92.3%
Other		1	7.6%
Total		13	100%

Figure 2j

What will get the most interaction on social media?

12. What can OTB do to improve your experience as a donor?
Answer
All hood!!
I can't think of anything.
Help me to better understand exactly how my donation is being utilized
I think that you guys are doing a wonderful job. I feel updated with your newsletters and prayer requests. I feel appreciated with your donor appreciation events. I feel empowered to share with your Tea for a Reason and Global Food Experience events.
I've had a great experience as a donor. But, I wonder if everyone feels the same. There are a lot of NFP's to choose from and we want to keep donors engaged. Maybe do a "donor of the month" like you did at Christmas or send out a magnet or car sticker or something randomly to Kitchen Builders. I know it costs money... I'll keep thinking...
Nothing I can think of.
Love you all. Keep doing what your doing. Real people who care....the best!

Keep doing what you are doing!
We would like to visit Mexico with our family

Figure 2k
How does OTB need to improve?