

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 | |
| 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.

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 | 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. | | | | | |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|---------|----------------|----------------|
| 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 | 2 | 2 | 11 |
| | 0% | 0% | 13% | 13% | 73% |
| I would recommend your organization to a friend or colleague | 0 | 0 | 0 | 1 | 14 |
| | 0% | 0% | 0% | 7% | 93% |
| I am satisfied with the relationship between your organization and myself as a donor | 0 | 0 | 0 | 1 | 14 |
| | 0% | 0% | 0% | 7% | 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?