

EXPANDING INTO A DIGITAL SPACE: INCORPORATING DIGITAL MEDIA INTO AN  
INTEGRATED MARKETING PLAN TO INCREASE ENGAGEMENT AND EXPOSURE  
FOR A LOCAL NON-PROFIT.

by

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Senior Honors Thesis

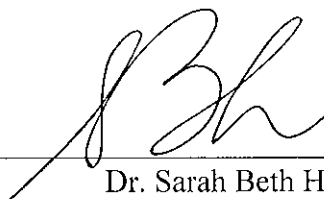
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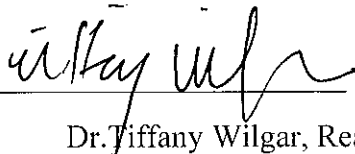
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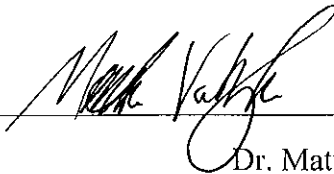
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## Expanding into a Digital Space: Incorporating Digital Media into an Integrated Marketing Plan to Increase Engagement and Exposure for a Local Non-Profit.

Digital marketing is the marketing of products or services using digital channels to reach consumers in order to promote brands through various forms of digital media (Zahay, 6). It is an expanding field and helpful to small businesses and nonprofits alike. The importance of adapting to a digital environment is especially invaluable to nonprofits because research shows there is a correlation between digital media adoption and organizational survival (Zahay, 10). As the world becomes more globalized and communication more high-speed, gone are the days of solely print based marketing plans; printed flyers and brochures simply just won't cut it. That's not to say these analog staples are not used, but they have to be reimagined when incorporated into new digital spaces.

This moment of transition—this space where every marketing document hangs in the balance between *what it is* and *what it will be*— is one of the most exhilarating spaces in which marketing professionals can work. Some brand strategists might argue that the transition from print to digital culture is only a change of medium (Zahay, 12), but I argue it's a change of mind, and the most successful organizations will be those that can adapt to the demands of the digital age by *thinking for the web*.

Research in digital media suggests organizations face four overwhelming challenges as they convert from a print-mind to digital-mind: the volume of data; the management of social media platforms; the proliferation of digital media channels; and shifting consumer demographics (Leeflang, Verhoef, Dahlstrom, Freundt, 6). These challenges are especially

difficult for nonprofit organizations transitioning into digital marketing spaces because such organizations are often under-staffed and under-funded (Jha, 441).

The need to optimize communication and improve branding is especially key for nonprofit organizations whose primary sources of support come from grants, which are often awarded based on need and community impact. Exposure is vital for such organizations and since target audiences are often online, organizations have to be online too. In other words, the organization has to meet the marketplace where it's at. This is especially true of organizations with regional or global reach (Zahay, 14).

Understanding digital platforms or tools is not enough. Organizations have to understand the fundamentals of branding too. Digital communications must be consistent with their print counterparts. This is where many nonprofits falter: their branding is inconsistent or they lack the support of a qualified marketing professional (Zahay, 24). Moreover, even when there is a consistent brand message in place, marketing professionals often attempt to create a marketing strategy based on for-profit business concepts. But are there several differences in marketing a nonprofit organization versus a for-profit business (Goran, 205). These differences impact what kinds of branding assets get created and how they're distributed online.

To highlight how important it is for nonprofit organization to integrate their marketing approach as they transition from print to digital spaces, I conducted research, a rhetorical analysis, and feature the proposed redesign of digital assets developed for the High Country Food Hub (the Hub). For five months, I worked closely with the Hub revamping their brand image, revitalizing their online presence, qualitatively studying their target markets, and helping them think about how to maintain brand consistency as they transitioned from print to digital spaces. This case study fills the gap in the professional writing and marketing literature in that it

offers a case study of a specific organization's challenges and opportunities in transitioning from print to digital (Goran, 23).

I worked specifically on the release of the Hub's weekly newsletter as a primary demonstration of a document that represented this transition from print to digital space best. The newsletter is the Hub's primary means of communicating with their target audiences, producers and consumers. Optimizing this publication for digital space was vital in order to increase outreach, maintain brand consistency, and increase community/consumer engagement. The newsletter is a staple of the Hub's communication strategy and is released weekly to every subscriber and acts as the go-between for producers and consumers in the High Country. Thus, the newsletter is important from a business-to-business (B2B) perspective and a business-to-consumer (B2C) perspective.

My first task was to establish an in-depth understanding of the Food Hub and its mission. Per the Hub's website, the High Country Food Hub is a central storage facility for locally-grown food and acts as a hub for networking between the community and local farms ("High Country Food Hub", 1). In February 2016, following a decision by the Watauga County Board of Commissioners to set aside 1,400 sq. ft of the Watauga County Agriculture Services Center for freezers and food storage, the Blue Ridge Women in Agriculture bought and renovated the space and founded the Food Hub. The Food Hub is a bipartisan county- and town-supported project dedicated to supporting local producers and creating a more sustainable food system throughout the High Country. Their overall goal, as stated on their [website](#), states:

"Blue Ridge Women in Agriculture (BRWIA) and the Watauga County Cooperative Extension worked together to create this space which will open new markets for our community's farmers and serve as a collection site for vegetables grown in community

gardens, before they are distributed at local food banks. Ordering from the High Country Food Hub helps to build and support our community, and to preserve our precious agricultural land for future use” (“High Country Food Hub, 1).

Though the Hub’s key product/service is the cooler and a web-based producer-driven sales and distribution website, the Food Hub’s main mission is to support local farmers thus creating a more sustainable food system. This certainly coincides with their long term goals, outlined by Shannon Carrol, the Food Hub’s primary coordinator:

1. Create a high functioning, self-sustaining organization, free of grant support.
2. Reach more and more people within the community and overall encourage engagement in all aspects of the Food Hub.
3. Become a stable aspect of the community and make services as accessible as possible to the surrounding area.

Each marketing decision made as the Hub transitioned from print to digital was motivated by these goals. These goals were boiled down into three key strategies:

1. Increase exposure
2. Increase profit
3. Increase consumer retention

While each of these strategies/themes will be explored as they relate to the newsletter and its digital transition, it is important to note that they extend to all marketing materials.

After surveying the organization’s mission, I next needed to understand, survey, and perhaps profile, the organization’s typical customer. At the beginning of this project, Shannon Carroll and Michelle Dineen, provided me with a customer service survey, the Food Hub Customer Satisfaction Survey, that had recently conducted which asked questions about general

Hub practices and more specific questions related to the newsletter itself. This survey, sent out to 486 unduplicated email addresses received 62 responses over one week and provided invaluable insight. From the demographic information collected, I developed three primary consumer profiles. Design decisions for the newsletter (and branding, generally) were made with these personas in mind.

While qualitative research data is important in marketing management, it is important to understand the limitations of this kind of data collection too. With only a 12.5 % response rate, the audience profiles clearly missed important consumer profile data points. Even so, a 12.5% response rate is unusually high according to SurveyGizmo and offers a reliable, if incomplete, picture of the typical Hub consumer. Bias was another consideration, and the response rate might have been higher had the survey remained open longer. Regardless of these limitations, the value of the information collected is unquestionable in its insight into consumer preferences. In the following sections I will summarize the responses and codify them into consumer profiles, but a full transcript of the survey and answers is included in Appendix A of this document.

The audience survey data showed that the Hub is a key conduit between producers and consumers in the High Country. Because producers and consumers have different motivations and needs, I felt it was necessary to create two separate audience profiles. Establishing an idea of who these audiences are made up of is key in order to best determine how to market to these different target market. Between the data collected through the survey and the Nielsen Segmentation Solutions profile tool, I created three customer personas.

## Customer Profiles

### *(1) Margaret the Mom, New Homesteaders Category*

Margaret is in her 30s and focuses primarily on providing for her family. She has at least three other people in the household, with two working full-time to support a family based lifestyle. This family centric lifestyle is what motivates her purchasing decisions; she hopes to get the most for her money, while providing healthy and organic options for her kids. She is willing to spend more if it means that she feels she gets a superior product in terms of quality and flavor. She feels that by shopping at the Food Hub she is also investing in her local community, and in doing so, she is teaching her children a positive lesson about community engagement. Overall, she is value-driven, both in terms of getting the best value for her investment and in living in accordance with her own personal values, which she believes are reflected in the Food Hub's mission.



*Consumer Profile 1, Figure 1*

### *(2) Rita the Retiree, Golden Ponds Category*

Rita is in her mid 60s and is a retiree living in Boone. She and her partner don't have kids and focus mainly on creating a comfortable life for themselves. They are incredibly invested in the community and value the investment into local farms that shopping at the Hub provides. They are drawn to community events, and while they are on a middle-class fixed income schedule, primarily earning around \$40k a year, they try to reinvest the bulk of that



*Consumer Profile 2, Figure 2*

income into their community. They have a connection with local farmers and enjoy the personal side of shopping at the Food Hub, especially going in and speaking with Shannon, meeting the producers, and other members of BRWIA. While they sometimes cannot afford to be consistent shoppers, they provide an important stop-gap for producers and add value through participation at Hub or BRWIA-sponsored events. They grew up in the High Country, and define themselves as active presences in the community.

*(3) Sam the Student, Small Town Collegiate*

Sam is a student at one of the local colleges in the High Country area. He believes his values align with those of the Hub and because of that, he is a loyal consumer. While he may not be a permanent resident of Boone, he does work to give back to the community that he is in for however long he's there. Sam believes in the power of sustainable practices. He shops at Food Hub to support local farmers that practice



*Consumer Profile 3, Figure 3*

sustainable farming, as he believes that by supporting the Food Hub, he reinforces this ideology. He spends time engaging in community and campus-related events. He regularly goes to the Boone farmer's market and makes it a point to cook at home using the items that he purchases via the Hub.

While it is clear that every individual who shops at the Food Hub cannot be reduced neatly into an audience profile, these profiles highlight the overlapping motivations shared by the majority of its supporters and thus key marketing opportunities to align messages. Per our



research, the Hub's consumers are motivated by three key messages, which were reflected in the personas.

- (1) **Community support**
- (2) **Sustainable practices**
- (3) **Access to local, quality produce**

### **Updating Promotional Materials**

Now that I understood the organization's mission and key messages, it was time to transfer this knowledge. Working closely with Shannon, the Hub manager, we broke down the newsletter revitalization into three main goals/objectives:

1. To create consistency in brand messaging, newsletter publishing, and the release of all other promotional material based on marketing best practices;
2. To restructure the format of the newsletter to better reflect customer demand and better fit to the brand standards established earlier (ergo transition from print to digital);
3. To ensure all other promotional material i.e. social media graphics, print marketing material, etc., were relevant and engaging per our consumer research and profiles.

I will address each of the goals as stated above in order to specify how we chose to target and solve specific problems as they related to the newsletter and marketing materials, which included basic social media practices and the establishment of a branding/style guide. The following sections will illustrate the choices made and a justification for each.

**(1) Creating consistency in brand messaging, newsletter publishing, and the release of all other promotional material based on marketing best practices.**

Before creating any marketing content, it is vital to establish a cohesive set of standards so that across platforms the message is clear and consistent. Cohesion should be experienced across font selection to image reproduction quality with the aim being: brand consistency and legibility. A recognizable brand is a sustainable brand. The Food Hub had never had an official branding guide, so establishing one was a top priority before moving on to any other production decisions.

**Deliverable 1: Establishing a Brand Guide**

One of the primary goals of the brand guideline was to establish a set mission statement, vision, and long term goal for the organization. Setting this as a foundation for the rest of our branding message was vital to ensure that future marketing collateral adhered to and served as assets in pursuing these objectives. The layout of the style guide is depicted below:

**Introducing Our Message**

# Our Brand Image

**Our Mission**

We are dedicated to strengthening the High Country's Local Food System by supporting women and their families with resources, education, and skills related to sustainable food and agriculture.

5

*Brand Image, Figure 4*

**Our mission continued**

**Our Vision**

We envision an equitable local food system that protects the environment, strengthens the local economy, alleviates hunger and poverty, and improves community health.

**Long Term Goals**

1. Increase the economic viability of farming and food processing, especially among women.
2. Encourage farmers to adopt sustainable farming practices.
3. Educate the public about sustainable food and agriculture.
4. Improve food security.

**Tone & Writing Style**

6

*Mission Cont., Figure 5*

The next step was to establish a tone and writing style for branded material. This tone was based on feedback from Shannon Carroll and Michelle Dineen, and an extensive rhetorical analysis of all previous print collateral pieces. My research and analysis yielded consistent themes or keywords used in all of the promotional materials which should naturally extend to the

digital space. The tone crafted could be described as “rootsy” or natural and rustic; I wanted the Hub to come across as colloquial and relatable. (Note: this tone is difficult to achieve and the brand manager should beware coming across as condescending). The language choices that we discuss later regarding the newsletter publication and social media conversation all stem from these rhetorical decisions. Our goal was to make our content as engaging and accessible as possible. Our tone guidelines are depicted below.



*Tone and Writing Style, Figure 6*

Moving away from verbal rhetoric toward visual rhetoric, we tackled topics like logo usage, color/font choice, and images/photo reproduction. Consistency of visual design is one of the most important aspects of managing a brand narrative (Phillips, 318). The visual association between our marketing material and the way that our organization is perceived is directly

associated with how the Hub’s brand performs in the marketplace (Phillips, 318); so we had to get the visual *and* verbal tones right.

In the Logo Usage Standards, I defined the appropriate time and place to use each of the logos. For example, the “banner logo” acts as the primary logo for the Food Hub and should only be used along the top or the bottom of web pages, never stretched, only centered. These choices prevent image distortion. We opted to regulate the logo placement because appearing at the top creates a unified design and increased legibility and brand recognition (Phillips, 324).

Logo Usage	Logo Usage Continued
 <p>The left column contains two examples of logo usage. The top example is a vertical stack of text: 'SHOP LOCAL, DO GOOD.' Each letter is accompanied by a small circular icon: a shopping cart for 'S', a fork and spoon for 'H', a leaf for 'O', a mail icon for 'P', a fork and spoon for 'L', a mail icon for 'O', a leaf for 'C', a sun for 'A', a heart for 'L', a fork and spoon for 'D', a heart for 'O', a leaf for 'G', a heart for 'O', and a leaf for 'D.'. Below this is a circular clock graphic with a fork and spoon in the center, an arrow pointing to 12, and the text 'There's still time'. At the bottom, it says '... to place your order by midnight tonight!'.</p> <p>Each circle represents a value of Food Hub, and should be used in texts in reference to our values or our mission.</p> <p>This should also be primarily used on darker backgrounds due to the pale gradient.</p> <p>Logo emphasizes timely orders and should be used in email campaign releases prior to Wednesday before food pickup.</p> <p>These should be the primary graphic in such emails, outside of the banner logo along the top or bottom of the page.</p>	 <p>The right column features a banner logo for 'High Country Food Hub' with a green border and a sun icon. Below it is a secondary logo with a green background and a sun icon.</p> <p>This is the primary logo of Food Hub and should be utilized as a banner image across the bottom or top of web pages, in some instances, both.</p> <p>It should not be stretched to fit the screen, only centered, and should be placed on primarily light backgrounds, including #FFFD50 or #F3F3CF as seen here.</p> <p>This is the secondary logo for the Food Hub and is primarily used as a signatory graphic.</p> <p>This is most often used on other websites that are referencing Food Hub or hyperlinking to the primary website.</p>

Logo Usage, Figure 7

The same colors are utilized across each of the logos as well, creating uniformity and consistency which is important in brand building and management (Phillips, 324). These colors

are all warm-toned, focusing primarily on analogous colors with the focus on orange, tan, and yellow hues. Green is the other primary color used in order to break up these warmer tones.

While I was not in charge of selecting the colors used, I can explain why we chose to stay with these specific colors and the emotional motivations behind each color.

Kriscoart, a popular YouTube channel that educates amateur filmmakers on film making techniques, broke down the research in their video “The Psychology Behind Colors”. The primary colors utilized in Food Hub branding: Orange, Yellow, Green, and Brown are broken down below.

### Orange

A common image associated with orange is the rise of the sun, or a symbol of new beginnings. According to Kriscoart, some of the characteristics associated with orange are warmth, protection, and growth. The orange used by the Food Hub is: #F37F20, RGB: 243,127,32.

### Yellow

Yellow is often associated with gold and the everlasting, traditional Chinese culture links yellow to the most valuable things in life. It is the most visible color for all humans, explaining why it is not only an effective warning sign tool, but also an eye catching marketing asset. The characteristics often associated with yellow are value, power, enlightenment, and success. The yellow used by the Food Hub is: #FFF5D0, RGB: 255,245,208.

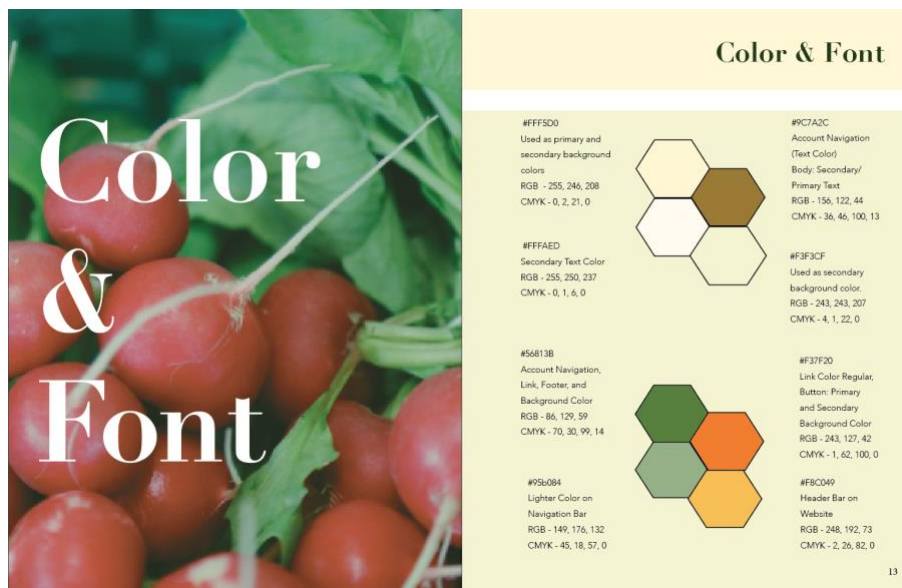
### Green

Green actually relaxes the body, and is obviously associated with nature due to its overwhelming presence there. The main characteristics attributed to green are growth,

awakening, success, and good luck - making it ideal not only in a sustainable sense, but in an economic sense to use as often as possible in our Food Hub marketing materials. The green used by the Food Hub is: #56813B, RGB: 86,139,59.

### Brown Usage

Commonly found in nature and can be easily utilized to convey feelings of simplicity or home and the belonging that accompanies it. This outdoors appeal makes brown approachable and often is associated with a sense of comfort in the consumer interacting with our materials. The brown used by the Food Hub is: #9C7A2C, RGB: 156,122,44.



*Color and Font, Figure 8*

Fonts are just as visually important as color when creating or maintaining a brand (Tselentis, Haley, Poulin, Leonidas, 4). Before our rebranding, the Hub had no fonts that they used consistently. Originally, they chose web-based fonts to minimize the chance that a font would not be visible on certain platforms. However, more sophisticated font selection changes the appearance of our newsletter and makes it more visually appealing, even as it introduces

possible display conflicts across browsers. Allen Haley's *Typography Referenced* defends the impact of typographical choice stating:

“Type is no longer the invisible servant of design, but rather recognized as design of the highest order. Typography is a subject of fierce debate and even controversy. Its passionate base celebrates and covets its innate complexity and characteristics.

Typography conferences—formerly dry and scholarly—have become must-attend events, entertaining revels, even. Type-centric game shows and typographic “performance art” have appeared on the scene as inventive expressions of typography’s enormous appeal” (pg. 4).

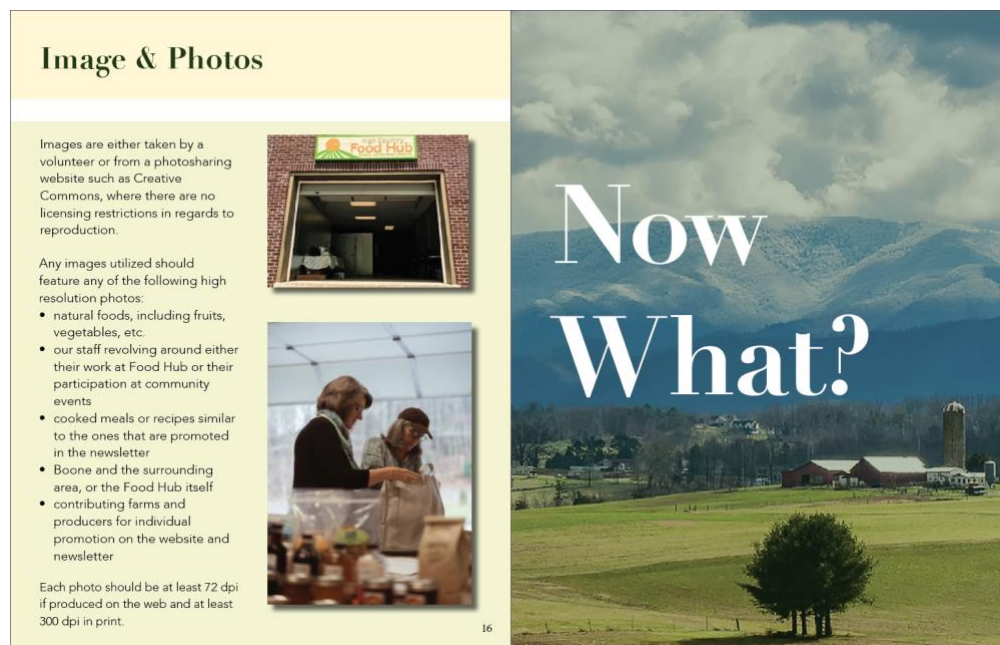
The fonts chosen as the standard fonts for the Food Hub were “Didot Bold” for any headers and sub-headers and “Avenir Light” for main body text and links. These fonts were chosen primarily because they were similar to the fonts already in place by the Hub, but they are justified. Didot Bold is a modern serif font that comes across as both fashionable and sleek (Hoefler & Co.). It’s design was originally created to emulate the Parisian magazine glory of the early 19th century. Avenir is a sans serif font designed around a more geometric shapes of the 1920’s, but calls out to the idea of this being futuristic (Hoefler & Co.). These two fonts create a modern and sophisticated feel that a business should display, but are sleek and simple in a way that improves accessibility for web publishing (Golombisky and Hagen, 94-95).

Photography, as typography, is equally important to consider in brand management. As a nonprofit with a limited budget, the Food Hub is limited to free fonts and images. Thus, designers should pull images via photo-sharing websites like Creative Commons or Flickr where there are no licensing restrictions, or those taken by members of the Food Hub team directly. Images should reflect the nature-based tones established in the guide, with content that features



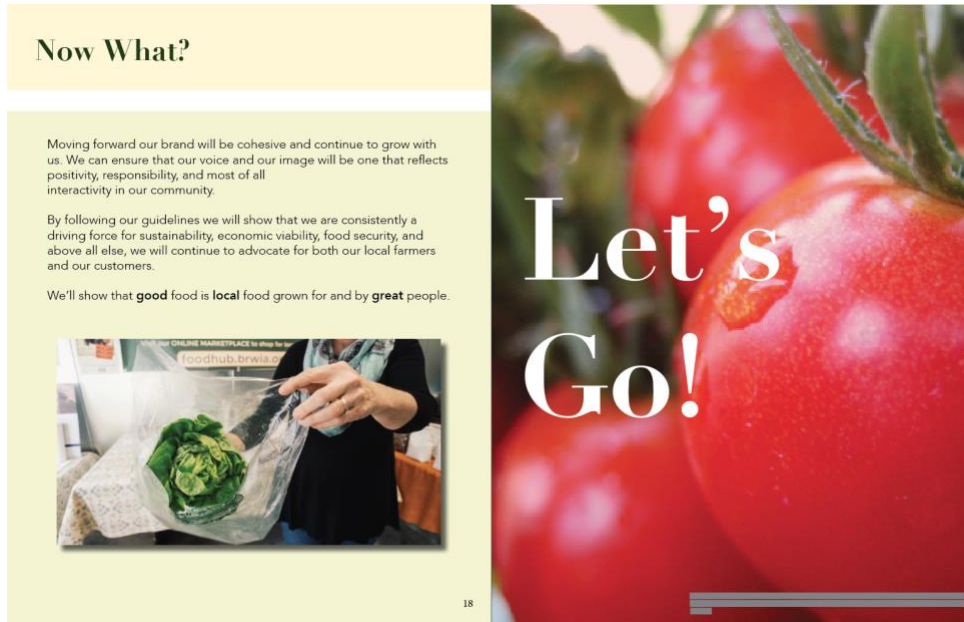
the homegrown and family-based lifestyle of our three consumer profiles. Images can address the following:

- Natural foods, including fruits, vegetables, etc.
- Staff revolving around either their work at Food Hub or their participation at community events
- Cooked meals or recipes similar to the ones that are promoted in the newsletter
- Boone and the surrounding area, or the Food Hub itself
- Contributing farms and producers for individual promotion on the website and newsletter



*Image and Photo, Figure 9*

The final pages of the brand guideline act as a call to action to the brand strategist reading it. It briefly sums up the mission and creates a one sentence note outlining the main idea the Food Hub wants to convey. Simply put: “We’ll show that **good** food is **local** food grown for and by **great** people.”



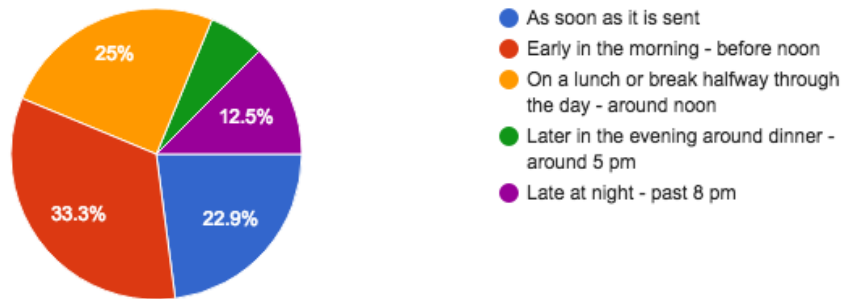
*Now What?, Figure 10*

### *Creating Consistency Across Branded Publications*

One of the most notable aspects of previous newsletter publication was inconsistent timing. Through good time management backed by science, our audience will be able to expect and may even look forward to receiving the Hub's newsletter. The first step in regulating our production was picking a time. According to our Food Hub Survey, over 50% of our respondents check their newsletter before noon. From this, we hypothesized that we would yield the greatest open rate if we sent out the email around 10:30 am, when most of our participants are online but need a break, haven't left for lunch, but are still sipping coffee and surfing the web. With these new structures built into improve consistency, we hope that the materials published from here out will be more consistent and brand-centric

## When do you normally read the newsletter?

48 responses



*Newsletters Times, Figure 11*

From here, the task became: how to restructure the existing materials to fit the Hub's style guidelines and create a more recognizable brand.

### **(2) Restructuring format of the newsletter to better reflect customer demand and better fit to the brand standards established earlier.**

#### **Deliverable 2: Redesign of the digital newsletter**

The Hub wanted to improve the open rate, or a percentage that tells you how many successfully delivered campaigns were opened by subscribers (Knowledge Base, MailChimp), and increase subscribers in an effort to improve initial contact and click-through. While content is certainly helpful to that end, the visual layout of the newsletter plays an even more important role in engaging with audiences (Langton, 41). Not adhering to modern design styles can hinder the reader from understanding or believing an origination's brand promise, and thus might deter them from adopting or using the brand's products or services. Following is a rhetorical analysis of the language/diction and visual design choices made as we redesigned the digital newsletter.

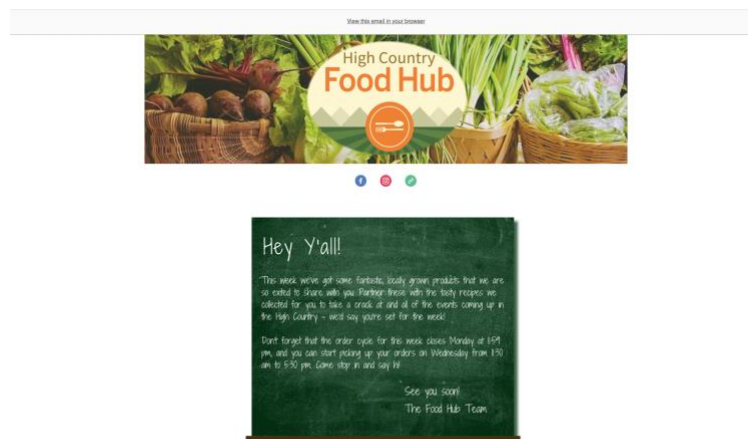
### *Content & Rhetoric*

I wanted to address the level of personalization in the newsletter first, as I felt it was a key strategy to increase engagement between consumers and producers/the Hub. A key survey result was that consumers and producers really respected and admired Shannon Carroll, and I believed that this relationship presented a marketing opportunity. Shannon is a kind, knowledgeable and positive figure that works hard to support consumers and producers; she cares deeply about the community and the Hub's mission and in my mind there was no better person to represent the Hub's brand than her. Failing to capitalize on her popularity would be a mistake, in my opinion.

The newsletter began with the Hub's logo and the statement in bold-italic caps ***"IT'S TIME TO PLACE YOUR ORDERS"***. To me this felt abrasive and impersonal, and while it conveyed necessary information, I believed it could be fixed through personalization; perhaps a personalized message from Shannon? People like stories. Our brains are built to tell, hear and remember them. Thus, stories can be a powerful marketing tool for nonprofit organizations (Gamble, 51). As a narrator, Shannon is likeable. Including a handwritten note from Shannon allowed those who only order online to connect and connection is key when building brands (Gamble, 51). Rewriting the intro text as an invitation to explore what a friend is offering seemed more appealing and thus a better rhetorical strategy than the commanding tone of the original opening imperative.



Original Newsletter, Figure 12



Revised Newsletter, Figure 13

### Visual Rhetoric & Design

According to Rebecca Hagen and Kim Golombisky's *White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web & Multimedia Design*, ignoring or underutilizing white space is a cardinal sin. "Trapped space is a puddle of negative space landlocked inside the layout. It's like a bubble that can't escape. Because it creates a big blob in the middle of your layout trapped space can draw attention away from your other layout items. To prevent this, make sure your white space opens out to the layout's margins" (p 40). The original design of the newsletter violated the principle of whitespace in two ways.

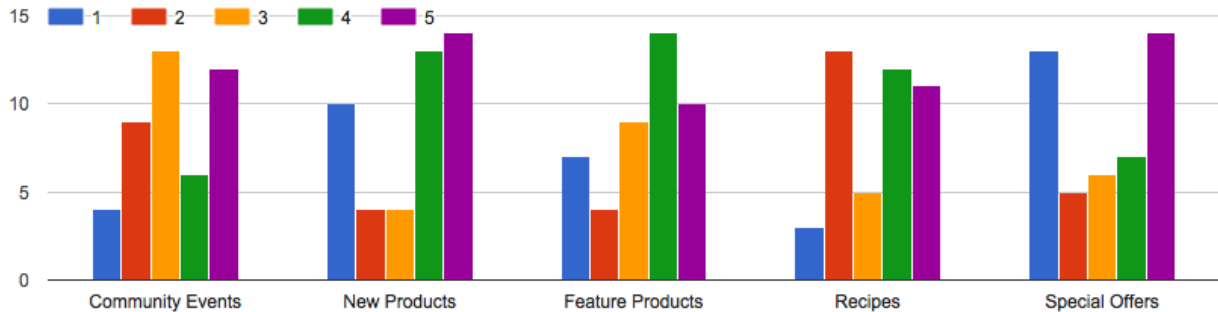
First, the document was entirely center-aligned, consequently trapping the existing whitespace inside thick brown borders. Conversely, stretching the logo across the top of the page drew the eye to the logo, but gave readers a sense of expansiveness and flexibility to read what they want, when they want it, as they visually traveled down the page. The more natural background increased readability while subtly reinforcing the idea of local production, flavor and quality—a key finding from our consumer survey. The wide banner eliminates the boxiness and the stilted nature of the single column structure and draws the eye to the logo first before encouraging readers to explore the information below.

Placing the message from Shannon on a large chalkboard rather than simply inside a text box ensured the message was a primary focus for the reader, added visual interest, and acted like a story told from a favorite storyteller. The chalkboard and handwriting/script font choices personalized the message, and the drop shadow added depth to the design, making it “pop” off the page (Golombisky and Hagen, 141). The dark green chalkboard added needed color but also reinforced the Food Hub’s color palette, and helped brightened the overall design. High contrast in font section, background colors and foreground colors/images accentuated key parts of text and promotion.

### *Content Analysis*

From here, I revised the “Featured Products” and “Special Offers” sections. On the original newsletter the “Community Events” section was the first following the initial introduction and table of contents. I moved community events below the fold because roughly 49% of our participants ranked new, featured, or special product knowledge as their number one choice for favorite sections of the newsletter, and thus those sections needed to be above the fold which is prime digital real estate (Fadeyev, UsabilityPost).

Rank your favorite sections of the newsletter from 1 (least favorite) to 5 (most favorite)?



*Preferred Sections, Figure 14*

Taking these findings into account, I decided to put “Featured Products” and “Special Offers” to improve the newsletter’s open-rate. I wanted the consumer to be immediately rewarded by clicking on our email and seeing the information they most wanted. Research suggests consumers don’t want to work for the information they’ve come to get (Fadeyev, UsabilityPost).

### *Major Headings & Other Copy Choices*

I changed several key headings. In example, “New Products” and “Special Offers” became “Fresh from the Farm!” and “Newsletter Exclusive Offers”, respectively. I made these changes because I wanted to increase accessibility and click-through while reinforcing with copy the rustic tone the Hub set in the initial style guide. “Fresh from the Farm” is an example of what I mean. It is both descriptive and illustrative, reminding consumers products are produced locally by community farmers, which our survey showed was a key reason consumers bought from the Hub instead of the grocery store. The alliteration of this headline with the repetition of the “f” is an effective linguistic choice as it both improves readability and, according to a 2010 study by

Argo, Popa, and Smith, alliteration improves brand affect, which results in more brand interactions. “Exposure to a brand name that has sound repetition in its phonetic structure and is spoken aloud produces positive affect, which favorably affects consumers’ brand evaluations, reactions to cross-selling, and product choice” (p 98). In the “Fresh from the Farm” section I further refined copy by focusing on ways to use each caption for every product so that the captions reinforced a pitch, price, or producer, an effective but little used marketing strategy related to content (Solomon, 42). The pitch is a one line reason why the product is valuable; the price is the product’s cost; and, the producer is a hyperlink directly to the producer’s website.

In the “Exclusive Offers” section, I worked hard to create content that incentivized the benefits of signing up for the newsletter. It is already clear that our newsletter is the primary source of communication between Food Hub and 80.3% of its consumers (Food Hub Customer Satisfaction Survey, 2018). In the exclusive offers section, it is important to clearly describe the product being offered in terms of quality, which demonstrates why it’s the special of the week.

The “Recipe” and “Community Events” were the second and third next most-preferred sections of the newsletter. The recipe section offered clear and concise directions for cooking with producer products. Each recipe highlights the specific ingredients the Hub featured that week along with hyperlinks to purchase those directly. The main difference between original text and the revised text is simply the formatting of the text itself. The spacing and the headers/sub headers were changed both in terms of font size and leading in order to optimize the white space. According to Hagan, a change even as small as this can improve readability and make the recipes far more useable (Golombisky and Hagen, 108). Placing the steps in chronological order (rather than paragraph form) made the text more readable.



Visual Rhetoric & Graphic Design

The first major redesign I offered was to add a graphic banner as a divider and signifier of the individual newsletter segments. These banners are bright and iconic; you'll find them at a farmer's market. Here, they help to visually break up large sections of text without sacrificing the free-flowing format or eliminating white space, despite the one column structure.



Original Newsletter, Figure 15



Revised Newsletter, Figure 16

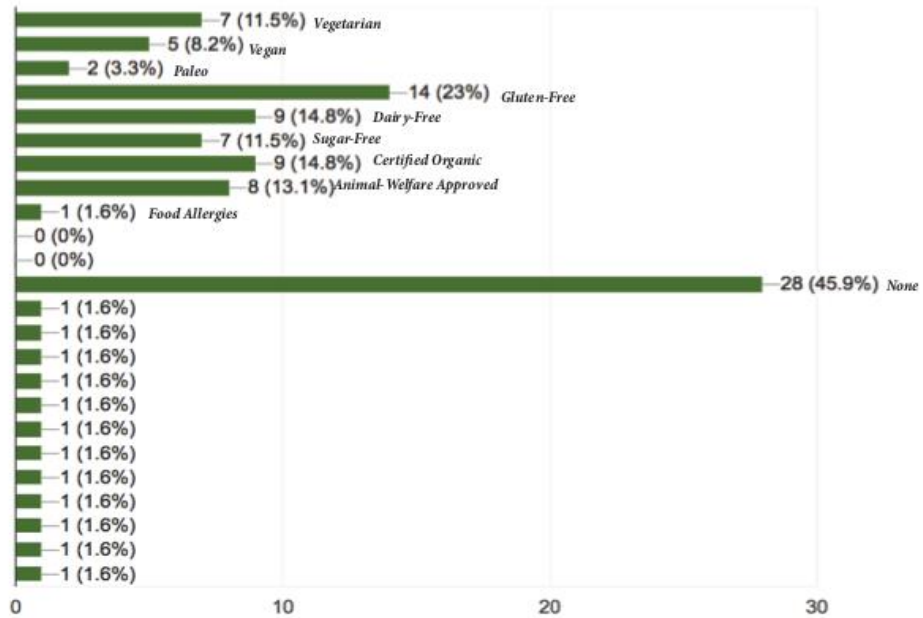
The green ribbons work to call attention to the offers, while setting apart that content, which consumer said was important to them, from the other, less-important sections. The orange and green banner is used to generate excitement about the deal while reinforcing the idea of community by leveraging a familiar icon (the market banner). Adding the “Start Shopping!” directly below the deal reduced confusion about where to click or how to purchase, whereas before, consumers were easily lost in the variety and placement of hyperlinks.

The visual choices in this section were made in order to break up the boxy look of the original layout, and make the text more readable. The design now leads with a larger centered banner that uses alliteration to draw attention to the section (see above): “From Homegrown to Home Cooked”. I also added *two* recipes—one with no dietary restrictions and the other with restrictions. The restrictions are visually marked. This addition to the newsletter is important because it helps the Hub cater to a wider audience. When surveyed, I found that more than nearly half of respondents had some kind of dietary restriction.

### Do you have any dietary restrictions or preferences? (Please select all that apply)



61 responses

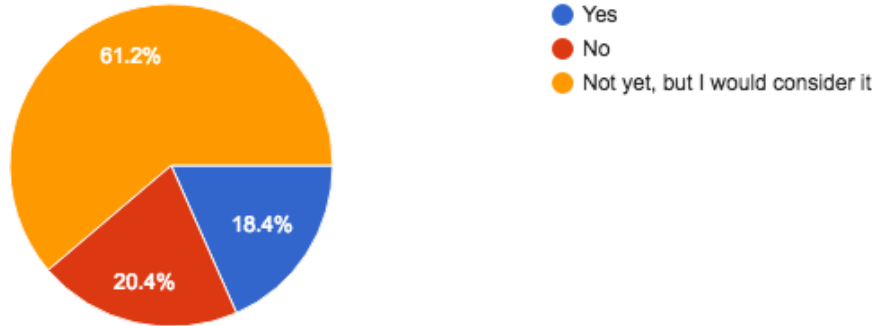


Dietary Restrictions, Figure 17

Catering to all the Hub’s consumers is important and adding specialty recipes that showed consumers the variety of offerings encouraged spending and the purchase of new ingredients. There’s opportunity to improve this section further and reach the 61.2% of respondents who said they haven’t yet tried to make one of the recipes listed, but would consider doing so in the future. Perhaps adding video or asking participants to upload their own food-video-adventures making the recipe would help reach this market.

# Have you ever attempted one of the recipes in the newsletter?

49 responses




Recipe Use, Figure 18

RECIPES	
 <p><b>Black Garlic Linguine</b></p> <p><b>Ingredients</b></p> <ul style="list-style-type: none"><li>- 1 portion of linguine</li><li>- 4 cloves of peeled black garlic- sliced (Available <a href="#">here</a> from <a href="#">Otus Branch Farm</a>)</li><li>- A glug of extra virgin garlic oil</li><li>- A handful of chopped fresh herbs-chives, parsley, basil</li><li>- Freshly grated parmesan cheese</li><li>- Salt and freshly ground pepper</li><li>- A few slivers of fresh mild red chili (optional)</li></ul> <p><b>Instructions</b></p> <p>Cook the linguine according to the instructions on the packet.</p> <p>Once cooked drain thoroughly. Set aside.</p> <p>Heat the garlic oil in the same pan. Add the black garlic, herbs and chilli (if using). Stir.</p> <p>Quickly toss in the linguine. Stir.</p> <p>Season with salt and freshly ground black pepper.</p> <p>Sprinkle with Parmesan cheese. Garnish with a few whole fresh basil leaves.</p> <p>Sit back, relax and enjoy!!!</p> <p>Source: <a href="http://blackgarlic.com/category/recipes/black-garlic-linguine">http://blackgarlic.com/category/recipes/black-garlic-linguine</a></p>	 <p><b>Fingerling Potatoes with Chive Vinaigrette</b></p> <p><b>Ingredients:</b></p> <ul style="list-style-type: none"><li>1 3/4 pounds fingerling potatoes (Available <a href="#">here</a> from <a href="#">Against the Grain</a>)</li><li>2 tsp extra-virgin olive oil, plus 2 tbsp</li><li>1/2 tsp salt, plus another 1/4 tsp</li><li>1/4 tsp black pepper, plus 1/8 tsp</li><li>2 tbsp white wine vinegar</li><li>1/2 tsp Dijon mustard</li><li>3 tbsp chopped fresh chives (Available <a href="#">here</a> from <a href="#">Blue Ridge Naturals</a>)</li></ul> <p><b>Instructions:</b></p> <p>Slice potatoes in half lengthwise, then, if necessary, in half crosswise into 3-inch pieces. Toss in 2 tsp extra-virgin olive oil, 1/2 tsp salt and 1/4 tsp pepper. Roast on a rimmed baking sheet at 400 degrees for 20 minutes. Meanwhile, prepare vinaigrette: In a large bowl, whisk 2 tsp extra-virgin olive oil, white wine vinegar, mustard, 1/4 tsp salt and 1/8 tsp pepper. Stir in chives. Toss hot potatoes in vinaigrette and serve warm.</p> <p>Source: <a href="https://www.familycircle.com/recipe/fingerling-potatoes-with-chive-vinaigrette/">https://www.familycircle.com/recipe/fingerling-potatoes-with-chive-vinaigrette/</a></p>

Original Newsletter, Figure 19


From Homegrown to  
Home Cooked.



*the best bread  
you've ever had*

**WORLD'S BEST BREAD**

1. In a large bowl, dissolve yeast in warm water. Add the sugar, salt, oil and 3 cups flour. Beat until smooth. Stir in enough remaining flour, 1/2 cup at a time, to form a soft dough.
2. Turn onto a floured surface; knead until smooth and elastic, 8-10 minutes. Place in a greased bowl, turning once to grease the top. Cover and let rise in a warm place until doubled, about 1-1 1/2 hours.
3. Punch dough down. Turn onto a lightly floured surface; divide dough in half. Shape each into a loaf. Place in two greased 9x5-in. loaf pans. Cover and let rise until doubled, 30-45 minutes.
4. Bake at 375° for 30-35 minutes or until golden brown and bread sounds hollow when tapped. Remove from pans to wire racks to cool. Yield: 2 loaves (16 slices each).



*VEGAN*

**VEGAN PASTA**

1. Rinse and dice eggplant into small, bite-sized cubes. Place in a colander in the sink and sprinkle generously with salt to draw out some of the moisture. Wait 20-30 minutes. Then rinse and pat thoroughly dry with a towel. Set aside. If you're short on time, skip the eggplant and double the mushrooms.
2. Heat a large saucpan over medium-high heat. Add 2-3 Tbsp olive oil, the eggplant and 1 clove of minced garlic. Sprinkle with 1/2 tsp sea salt and stir. Sauté for 3-5 minutes or until a golden brown color is achieved, then add the mushrooms and cook for 2 minutes more or until all of the veggies have color. Set aside and cover – you will top the pasta with it.
3. To the same saucpan, add the pasta, water, marinara sauce, the remaining cloves of garlic. Start with 1.5 tsp sea salt and 1 tsp black pepper (you will likely add more later depending on the saltiness of your marinara/your personal taste).
4. Bring mixture to a boil, then cover and reduce heat to a simmer until the pasta is cooked to al dente – will vary depending on kind of pasta – but typically an average of 10 minutes, stirring once or twice so it doesn't stick to the pan.
5. Once cooked, stir and taste to adjust seasonings. I added more salt and fresh herbs at this point.
6. Remove from heat and top with eggplant-mushroom mixture and more fresh parsley or basil. Serve immediately. Serves 3-4.

*Revised Newsletter, Figure 20*

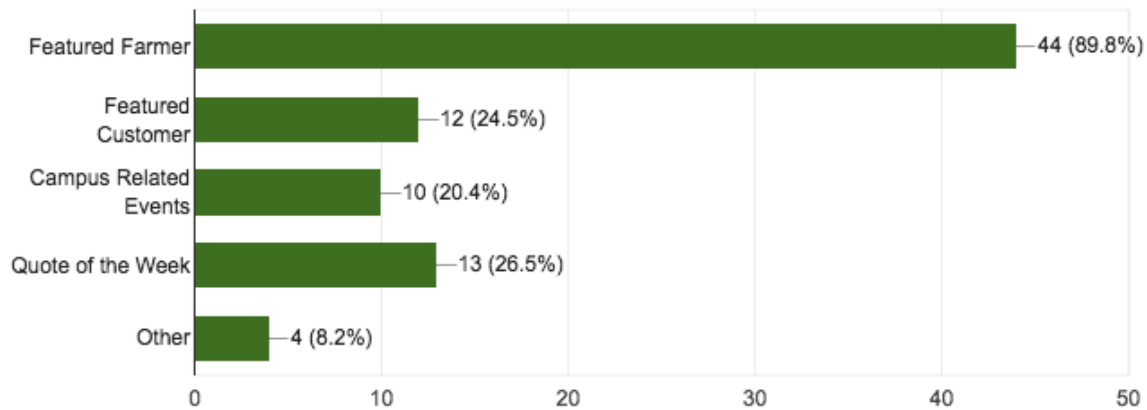
Again, I chose a left aligned, simple, one-column format for the “Recipe” sections so it reinforced the one column design choice without being confined inside boxes as before. The square photos with the vintage frames also helped reinforce the visual design goals as stated in the design brief and style guide.

Not much of the design changed in the “Community Events” section. Including full flyers makes the design of this section quick and easy, and the caption box added to the bottom of the section allows the Hub to promote the event in their own tone and style.

The final section “Feature Farmer & Value Analysis” is, in my opinion, the most exciting of the changed segments. I asked survey participants to provide suggestions about what kind of material they would want from the newsletter. They were provided a short answer box and space to submit their own answers. “Featured Farmers” was the most popular suggestion with an overwhelming 89.8% of respondents interested in getting to know the producers better.

## What kind of feature categories would you be interested in reading? (Please select all that apply)

49 responses



*Possible New Categories, Figure 21*

To introduce the “Featured Farmer” of the week, I designed a large, centered banner: “We’re Proud of our Producers!!” Like many other banners, I’ve employed alliteration, but I also made the choice to use the adverb “Proud” to create a connection and reinforce a brand goal. This word choice implies an investment in the Food Hub and its producers and their success. In other words, buying from the Hub isn’t just a financial transaction; it’s an investment in the community, something about which you (as the consumer) can be proud. Much of the content in this section comes from farmers, making it easier on the newsletter coordinator to update the section weekly. Consumers nominate farmer-producers each week. This interactivity is another way to subtly engage readers and encourage them to directly participate in the newsletter and interactivity is an important asset to digital publications; it’s something that traditional printed publications can’t offer consumers (Vlasic, 113).

I added and strengthened the “Value of the Week” to adapt our quote of the week suggestion into branded material. Of all of the comments on the survey, the most troubling was

this statement: “*PS I don't know what the Food Hubs mission is. Nor could I find it easily on the website (i.e. still don't know what it is)--hence my response above.*”

It's understandable the mission statement is hard to place, as the Food Hub itself does not have an individual statement, instead sharing its mission with Blue Ridge Women in Agriculture, but surely there were better ways to foreground the shared mission. The Food Hub mission states, “We are dedicated to strengthening the High Country's Local Food System by supporting women and their families with resources, education, and skills related to sustainable food and agriculture.” It's a good mission statement, clearly targeted to the Hub's key audiences, but scholarship on mission-statement marketing suggests that it would be unwise to include an entire section *just* for the mission statement. “A mission statement is often a one-dimensional message designed to appeal primarily to the board and staff who created it. Whether for fundraising or marketing goals, targeted approaches are increasingly the key to success. Therefore, think hard before using your mission statement verbatim in your marketing efforts” (Gladrud p 35). With this in mind, rather than simply stating the Food Hub mission at the bottom of every newsletter copy, I added this section and attempted to explain *a value* that exemplifies part of the mission statement. For example, one of the primary values of the Food Hub is their dedication to sustainable farming, emphasizing this idea and reaffirming the Hub's dedication to this practice allows the Hub to connect to its consumers who particularly engage with that value.

The choices in this section were made with the intention of keeping this segment simple and easy to edit. I added simple banners; changed the heading of those banners; and made the banners interchangeable by locating them last. These design decisions will allow these final sections to be easily maintained and headers to be substituted for other segments like sustainability tips, customer of the week, etc.



*Revised Newsletter, Figure 21*

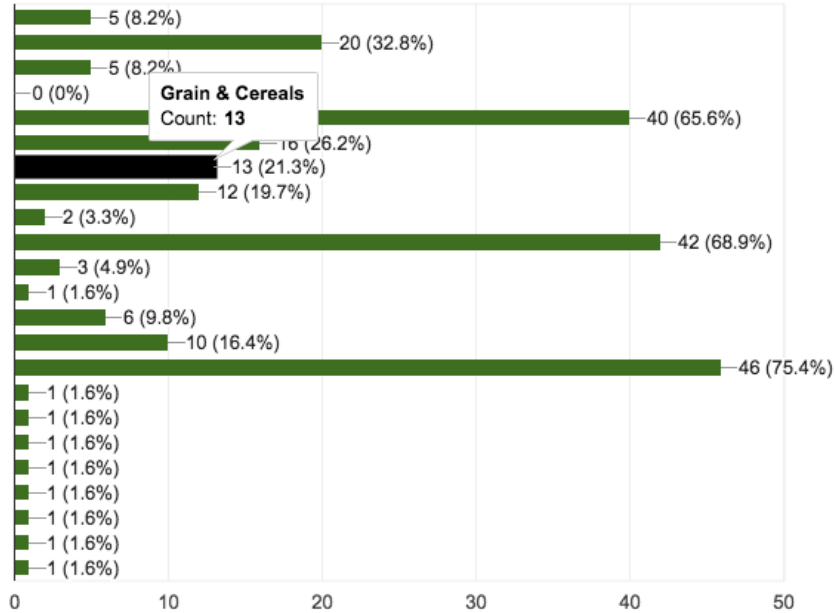
Finally, in my analysis and redesign, I looked at the headers and footers. Originally neither of these sections were included or optimized visually, so I decided to add header/footer photos at the top and bottom of the newsletter. In so doing, I visually cocooned the newsletter in a bright, vivid image that reinforced our brand goal of looking “natural”, almost like food in a basket.

The images selected are of freshly-harvested plants and vegetables, which is no coincidence. According to the Food Hub survey results, 75.4% of consumers purchase vegetables through the market, so placing a beautiful picture of freshly picked vegetables right next to the final “Place Your Order Now” button acted as a visual reminder to purchase the Hub’s biggest seller.



Which items do you purchase through the Food Hub online market? (Please select all that apply)

61 responses



Item Dispersal, Figure 22

There were many visual and verbal changes made, but they were not made based on personal preference. Instead, they were made based on stated brand messaging goals and the consistent adherence to style guidelines. The style guide I created for the Hub can act as a set of rules or framework for those who manage the Hub’s brand in the future. Now, every brand manager knows that copy and art have to conform to this guide, which is based on consumer needs and preferences.

*Testing the Newsletter & Confirming Results*

Following the newsletter redesign, the click-rate increased by .5% from 19.2% to 19.7%. While this data may seem insignificant, it means that six more readers (and potential customers)

opened the newsletter than did before. While one week of testing is not enough to determine if the redesign was successful, the early findings are encouraging.

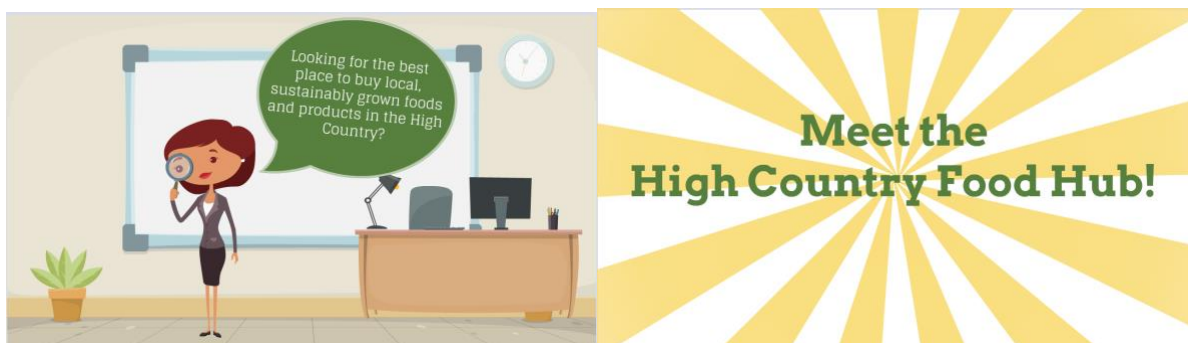
**(3) Ensuring that any other promotional material i.e. social media graphics, print marketing material, etc., is relevant and engaging.**

The final part of the marketing redesign was rooted in improving the Hub’s presence on social media and other online platforms such that it would optimize word of mouth marketing. I analyzed and offered redesign suggestions across two specialized areas: video and social media platforms (predominately Facebook).

**Deliverable (3): Animated Intro Video**

The Animated Introduction Video was created in an effort to readdress consumer’s concerns that they didn’t understand the Hub’s mission. I also wanted to create a quick intro video that highlighted the Hub’s primary features and benefits. This video can live on the Hub’s website or their Facebook page and is designed to serve only as the briefest of introductions.

I started with a marketing problem the Hub positions itself to address: “Where can I easily access locally grown food?” This introduces a character similar to two out of our three primary consumer profiles to which viewers can relate.



*Video Screen Caps, Figure 23*

As you see from the video linked [here](#), the video's brief overview of the Hub helps to counteract any confusion about exactly what The Food Hub is or does in the High Country. Clarifying how the Hub makes money (the Hub isn't simply a nonprofit that runs on donations alone, but an actual business that depends on the support and customer loyalty of the community), hopefully encourages more transactions. The main sales pitch helps to differentiate the Hub from other grocery distributors. One of the primary benefits of shopping at the Food Hub is ease of access—you don't have to travel all the way to a farmer's market or to a local farm to get fresh food. Emphasizing this asset is one of the best ways to segment the Hub from other grocery stores in the area. Beyond accessibility, I also wanted to highlight the community involvement aspect. Since values motivate consumer purchase and loyalty, I wanted to summarize the Hub's key values while reinforcing how easy it is to buy. By putting a face to the mission, as it were, and exhibiting exactly who the organization is working to support seemed a fitting visual conclusion. The final two slides promote following the Hub's various social media accounts and where to sign up for the newsletter.

### *Social Media Content: Evergreen & Specialized*

The social media strategies that have been in place so far are working, but unfortunately, are inconsistently implemented. The Hub currently uses the social sites Facebook and Instagram. While moving into other channels may be beneficial—especially Twitter and Pinterest, which would allow the Food Hub to reach out in real time—I believe it's more important to fully utilize the platforms already maintained.

The Hub is on par with other nonprofits using social media (Butler, HubSpot). They post at least once a day, which is typical of nonprofits their size (Hou and Lampe, Nonprofit News), but they don't really interact with people who comment. One-way conversation is an out-moded

form of marketing; it's a print-based way of thinking about interactivity. It is no longer enough for an organization to depend on their consumers to ask questions in order to start conversation, they must proactively lead discussions. By my analysis, I feel the captions attached to photos are well-done and engaging (Hou and Lampe, Nonprofit News), and representative in tone and content to the material and goals identifying in the style guide. But, there are lost opportunities with the Facebook/Instagram accounts. As I've identified them, the Hub's social media presence:

1. Lacks interaction across social channels
2. Does not interact with other Facebook or Instagram pages or producers/consumers
3. Has poor response rate among consumers/producers compared to similar pages
4. Does not answer user posts in timely manner
5. Does not take advantage of key platform features like "events" or "stories"

Such social media management issues are not specific to the Food Hub. In fact, according to researchers Waters and Feneley in their study "Virtual stewardship in the age of new media: have nonprofit organizations' moved beyond Web 1.0 strategies?" argue that many nonprofits fall into the trap of confusing having a social media presence for *doing* social media.

"Even though current research shows that the most successful messages that change attitudes and increase supportive behaviors toward the organization focus on interactivity (Author C.), this rarely happens. Even blogs, which are designed to facilitate communication exchanges, were found to generally be used more for making announcements rather than engaging in conversation" (219).

Understanding how important engagement is, my primary suggestion across both channels to facilitate conversation and interactivity. This means updating the social media content regularly and design content to be shared; liked; and reacted to. It means asking more

questions in the captions of the photos, and overall reevaluating how the platform is being used to market. Listed below are some suggestions for how the Hub might create more engaging and evocative content.

- Move away from graphics that are solely based around the logo and the color scheme. By incorporating a more diverse but complimentary color scheme, the Hub can create a more contemporary and vibrant aesthetic without violating key branding standards;
- Include more photos of producers/consumers & community members. If promoting to the community is a key part of the mission, then the Hub should have more images of the community it benefits.
- Add pull quotes from relevant articles revolving around sustainability, benefits of local farms and community support. Such information satisfies consumers' need for information and encourages conversation in the comments sections. It might also create a space for the Food Hub to discuss core values. See Ashley and Tuten "Selective Attention Theory" for more (2014, 19).
- Ask followers how they reflect similar goals or motivations in their own lives. Questions generally, but value-centered questions specifically create an emotional connection and familiar association with the brand itself (See: Peluchette and Karl, 2009).
- Encourage followers to submit their own content via contests or campaigns for a chance to be featured. This is a great way to utilize consumer generated content (CGC) to connect with key audiences on a personal level. It also has the added

benefit of generating free content that can quickly be posted without too much work internally.

- Utilize testimonials. Endorsements make an impact and are important given 39.3% of consumers surveyed said they initially learned about the Hub via friends and family or word of mouth.

Following are a few designed and branded examples of social media content that will help optimize the newsletter and website but that is “evergreen”, meaning it’s content that can be used anytime, anywhere.



*#HubtoHome Graphic, Figure 24*



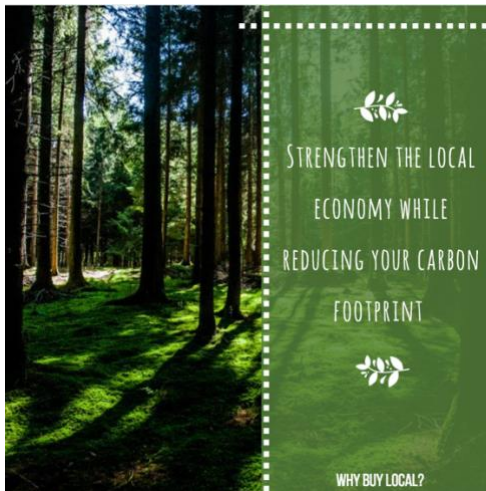
*Good Food Graphic, Figure 25*



*Local Reason 1, Figure 26*



*Local Graphic 2, Figure 27*



*Local Graphic 3, Figure 28*

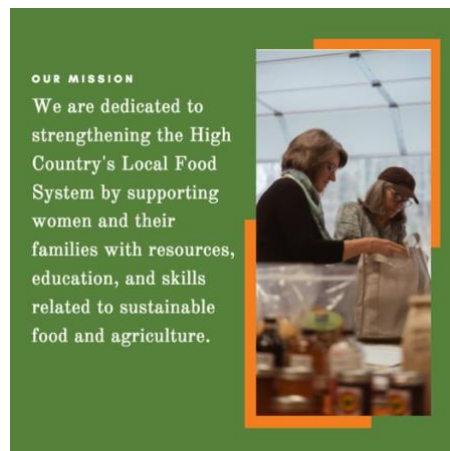




*Local Graphic 4, Figure 29*



*Why Shop Local?, Figure 30*



*Our Mission, Figure 31*

## *Conclusion*

The value of social media marketing is unmatched for nonprofits. According to HubSpot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites (DeMers, 2014). Social media marketing does not replace traditional forms of printed marketing, but supplements and expands the channels through which the Hub communicates to its consumers.

Transitioning from a print culture to a digital culture is difficult for many nonprofit organizations (Leeflang, Verhoef, Dahlstrom, Freundt, 1), but the payoff is immense. This case study defined what print and digital media culture are; why they're important; and then demonstrated some of the considerations that go into transitioning from print to digital media and designing digital assets (specialized and evergreen) for a local nonprofit. The work is not over though.

Fully understanding the Hub's consumers, establishing brand guidelines, reworking the primary source of communication between the organization and consumers, and optimizing their online presence and marketing assets are vital to differentiating the Hub from other competitors and defining themselves as a value-based organization. The steps taken offer a solid foundation and may help future brand strategists consistently apply branding principles and meet marketing goals. But, the guidelines and collateral pieces are a beginning, not an end.

A concerted digital branding strategy is the next area of focus, in my opinion. While it is clear the Hub has become a staple in the small farmer/sustainability community, establishing and maintaining online engagement will be vital to reach more market share. As audiences increasingly move online, creating an integrated marketing strategy that focuses on transitioning printed material to digital spaces will prove the best strategy to reach the widest audience. In

making the move from print to digital space, the Hub can market its messages and mission of sustainability, economic viability, food security, and direct farmer-to-consumer advocacy.

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# Appendix A: Food Hub Customer Satisfaction Survey

QUESTIONS

RESPONSES **62**

62 responses



Not accepting responses

Message for respondents

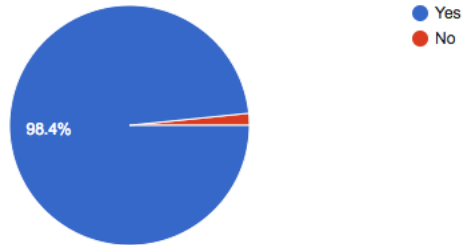
This form is no longer accepting responses

SUMMARY

INDIVIDUAL

Do you wish to proceed?

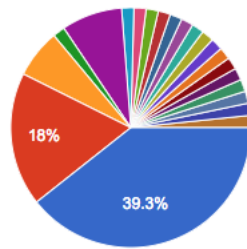
62 responses



## Customer Satisfaction Survey

### How did you learn about High Country Food Hub?

61 responses



### If other, please explain.

9 responses

Board member

Another Producer. Deanne Godwin

Met individual at Lifelong Learner event who gave me your card

Brwia

BRWIA MEMBER

I google where to find grass fed & finished beef in our area.

Shannon Carroll at various community organizing events

Cooperative Extension

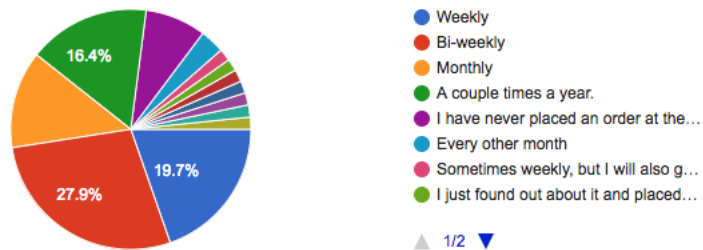
I did an internet search for such places close to me.



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## How often do you place an order at the Food Hub?

61 responses



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If you selected "other" or "I have never placed an order", in the previous question please explain how often you shop, or let us know what may be keeping you from placing an order!

10 responses

see above—sometimes my email sends the reminders to spam, and I forget, but I think I have fixed this now.

I grow most of my vegetables and the meat offered at the Hub is too expensive. I limit my meat to local grass fed and can buy it in bulk cheaper.

Once a week, or every other week.

Unpredictability of available food

We're only in the area during June through September or maybe October this year ... When there we generally place an order weekly

I am a market person

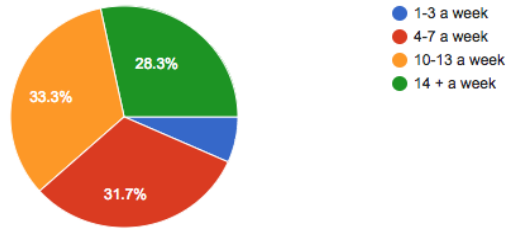
Varies. Weekly, biweekly, every few weeks (I don't think you have to make an extra space for this, the other option gives you a space to explain)

It's been weekly for 3 weeks now!

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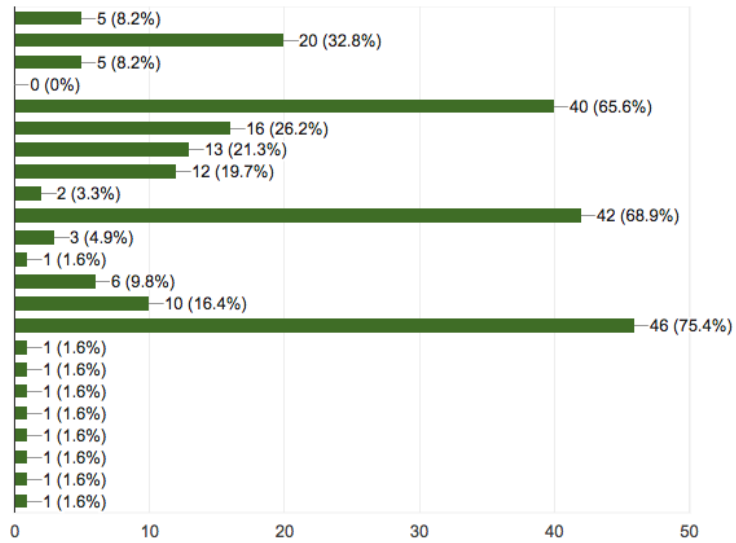
### How many meals do you cook at home per week on average?

60 responses



### Which items do you purchase through the Food Hub online market? (Please select all that apply)

61 responses



If other, please explain.

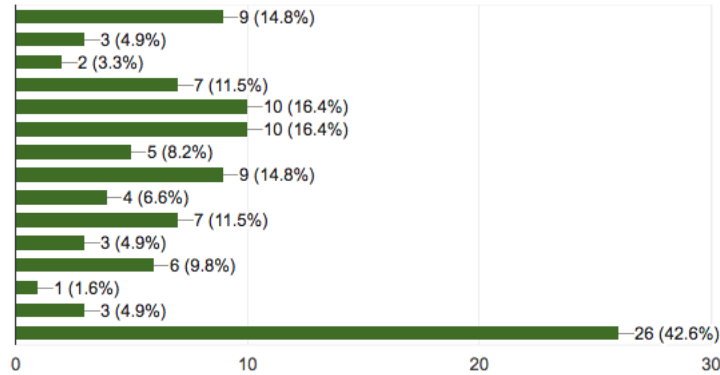
1 response

I do go to the Farmers Market (winter and summer)

What kind of products do you wish were available at the Food Hub which are not currently offered, or which you feel there are not a sufficient number of options provided? (Please select all that apply and specify by writing in a specific product(s))



61 responses



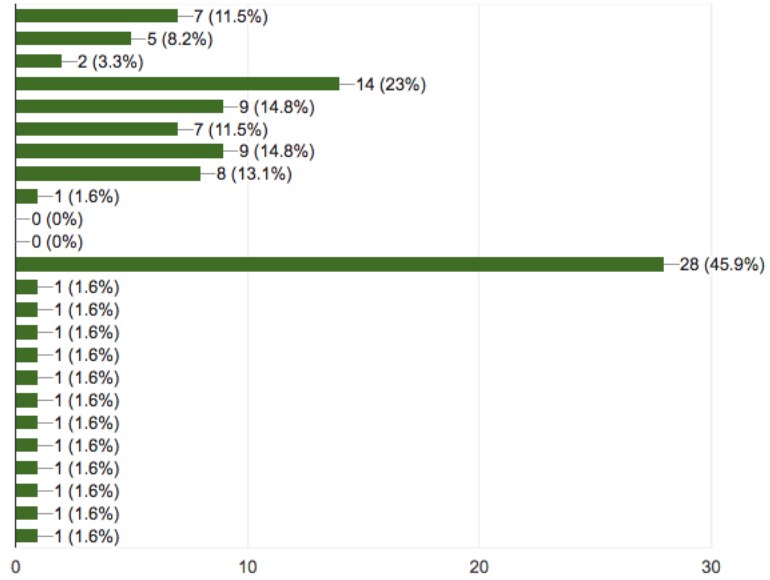
Please specify from your selections above!

61 responses

- Whole chickens ran out.
- spices, flours
- Pies. Jerky. More fruits. More plants.
- Some questions may be more relevant to shoppers than producers
- Greens and tomatoes during year and seafood
- More selection
- I love the goat cheese, and other types of cheese would be a nice addition.
- Do wish that you had whole wheat bread.
- The Hub seems to have a nice variety of things
- I was surprised to find that there were less local teas like chamomile etc. and not

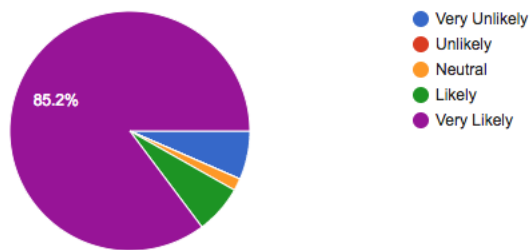
Do you have any dietary restrictions or preferences? (Please select all that apply)

61 responses

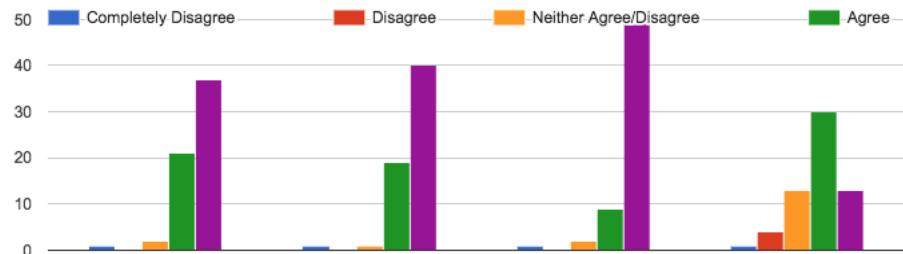


How likely are you to recommend the Food Hub to others?

61 responses



Please indicate the extent to which you agree with the following statements:

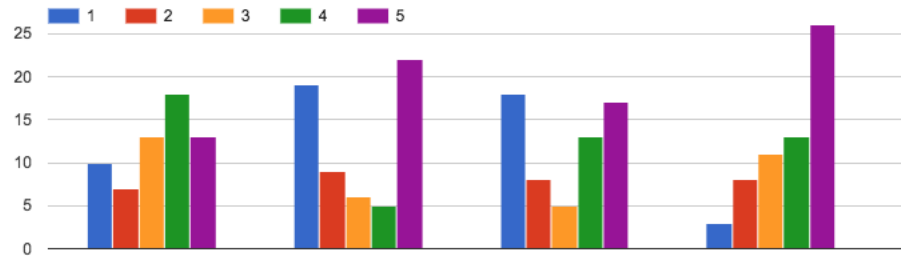


If you were interested in an additional/different pick-up day/time, please explain which times work best for you!

16 responses

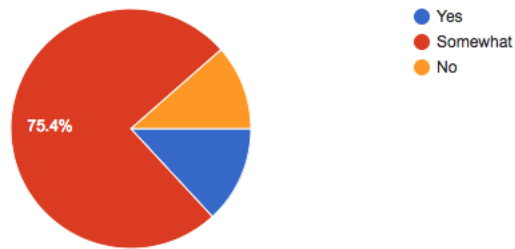
na
Friday evening are easiest for me, or weekends.
earlier than 1130 on Wednesday would be nice.
It would be nice if the pickup time went until 6 pm just to make sure people can make it after work.
Earlier on Wednesday would be ideal!
a little later in the day...until 6 pm on Tuesday?
just more days, doesnt matter which days
Pickup time either on the weekend or until 6 or 7 pm would make it viable for people with 9-5s
Varies. PS I don't know what the Food Hubs mission is. Nor could I find it easily on

Rank the following qualities from highest priority (1) to lowest priority (5) for the Food Hub:



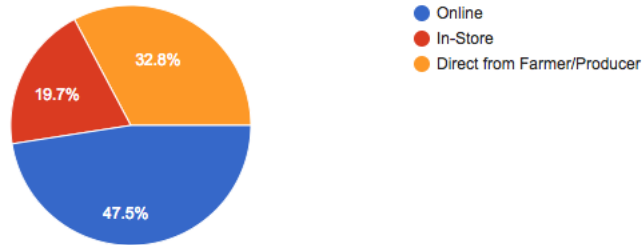
Does the Food Hub replace other local grocery shopping options (stores, markets, direct from farm) for you?

61 responses



## How would you rather shop?

61 responses



## Please explain your preference from the previous question.

61 responses

Online makes it easier to order right when I think about it but all options are great ways to shop!

I prefer direct from produce but for convenience I prefer in-store

Convenient

For most people, on-line might be an extra stop

To see before I get

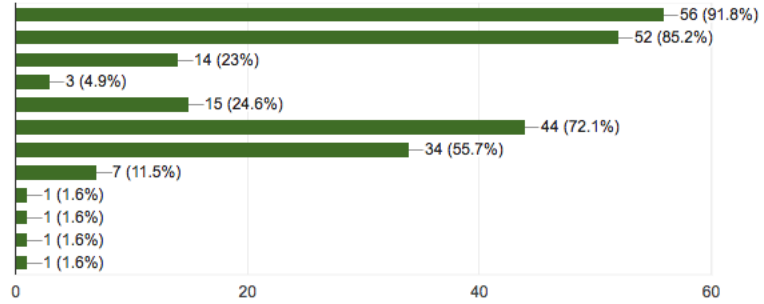
New to the hub requires an adjustment to my weekly food procurement regime. Not a bad thing, just an adjustment to my food/ meal planning.

I am much more likely to order it online as soon as I see the email reminding me to do so. My intentions to do shopping otherwise don't always match up with my availability to do so.

I actually enjoy all three methods of shopping, time permitting

### How do you access local food? (Please select all that apply)

61 responses



### If other, please explain why?

2 responses

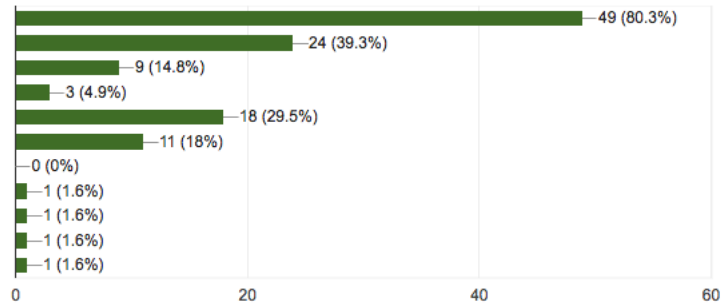
High Quality and Bulk Quantities and Prices

Lots of great options in our community for CSA's.



How do you receive updates on the Food Hub? Please select all that apply:

61 responses



If other, please explain further..

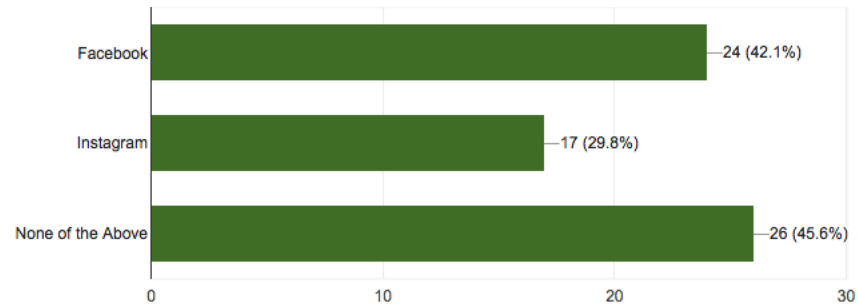
2 responses

I just get an email reminder

Emails from Food Hub

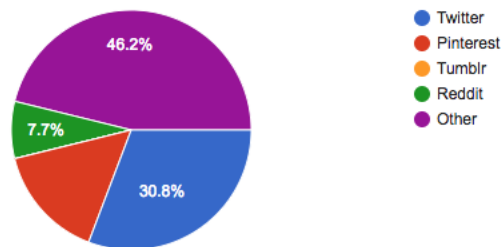
Do you follow Food Hub on Social Media? If so, please select which Social Media Platform:

57 responses



What other social media platforms would you like to see the Food Hub expand into?

13 responses



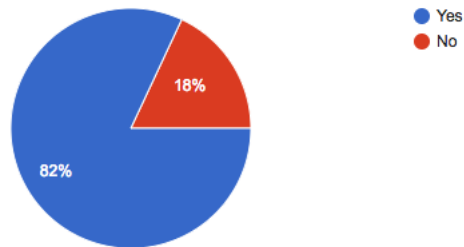
If other, please explain!

6 responses

email is fine with me
It doesn't matter to me
I'm of the generation before Social Media and do not use it very often
None
I'm trying to quit or at least reduce my social media use, so this question is N/A for me.
one is enough for me

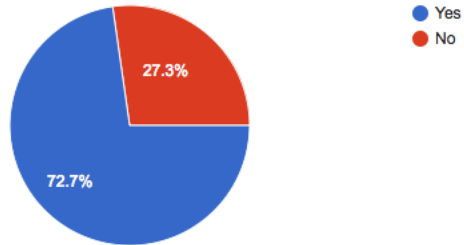
Do you receive the High Country Food Hub Newsletter?

61 responses



### Would you be interested in signing up for our newsletter?

11 responses



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### Please provide your email and you'll receive our next issue!

7 responses

dkbauer52@gmail.com

Clydiemayhugh@hotmail.com

jehnenn@gmail.com

hensonmk@gmail.com

patmace1@gmail.com

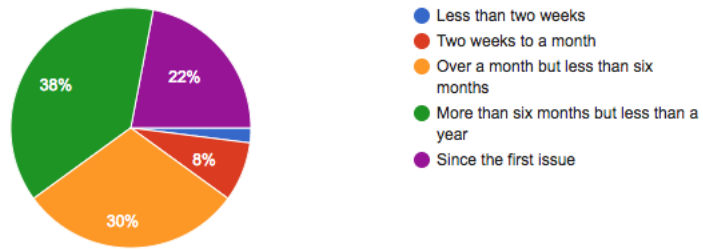
daniellem8187@gmail.com

mollyfrancesmoore@gmail.com

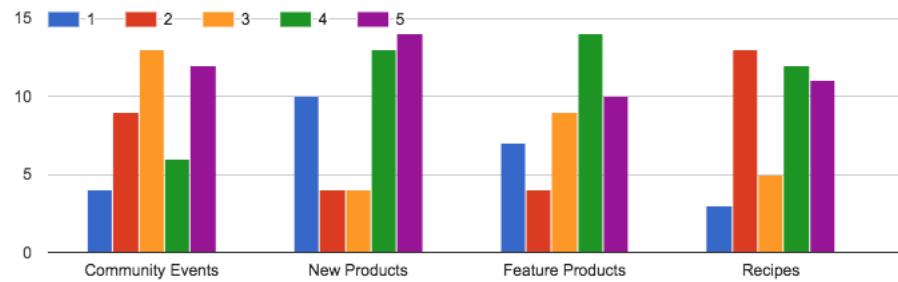
## Newsletter Questions

How long have you been a subscriber?

50 responses

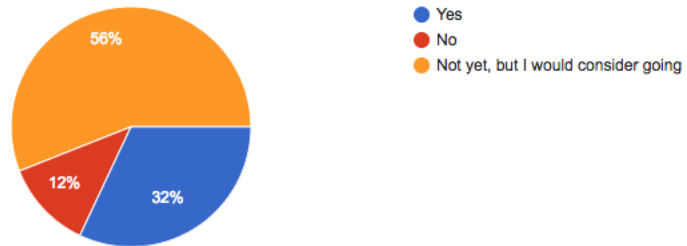


Rank your favorite sections of the newsletter from 1 (least favorite) to 5 (most favorite)?



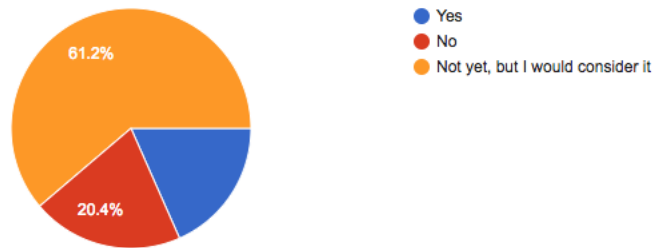
Have you ever attended one of the community events highlighted in the newsletter?

50 responses



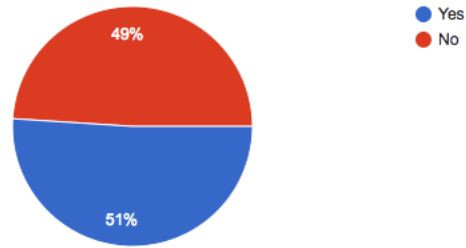
Have you ever attempted one of the recipes in the newsletter?

49 responses



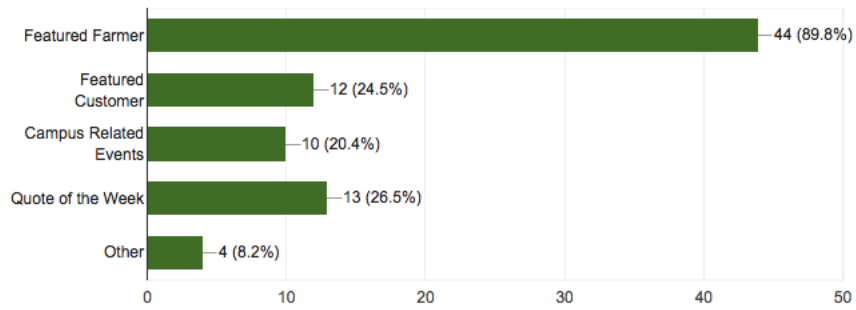
Have you ever placed an order on the online market based on one of the specific products that was featured in the newsletter?

49 responses



What kind of feature categories would you be interested in reading?  
(Please select all that apply)

49 responses



If other is selected, please offer your suggestions!

4 responses

Sustainability tips for home: gardening, reducing waste, etc.

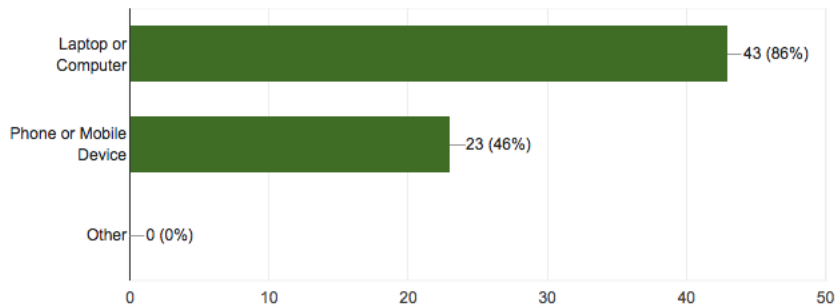
Featuring the merchants who sell at food hub

I haven't been reading it at all (goes to my promotions tab)--sounds like there's great stuff in it.

A featured farmer that shares why shopping local matters, that the farmers buy products from other locally-owned businesses

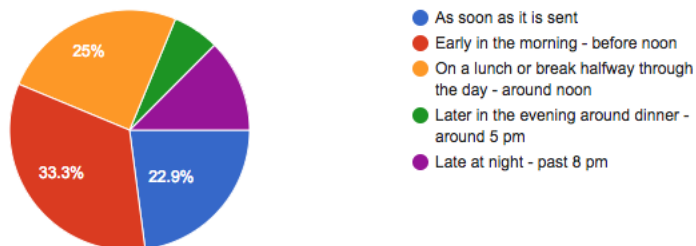
How do you access the newsletter? (Please select all that apply)

50 responses



When do you normally read the newsletter?

48 responses

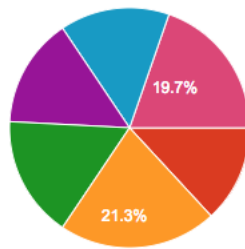




## Demographic Information

### How old are you?

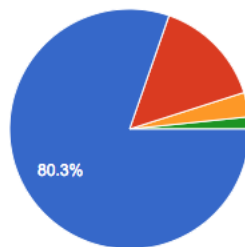
61 responses



- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years or older

### Gender?

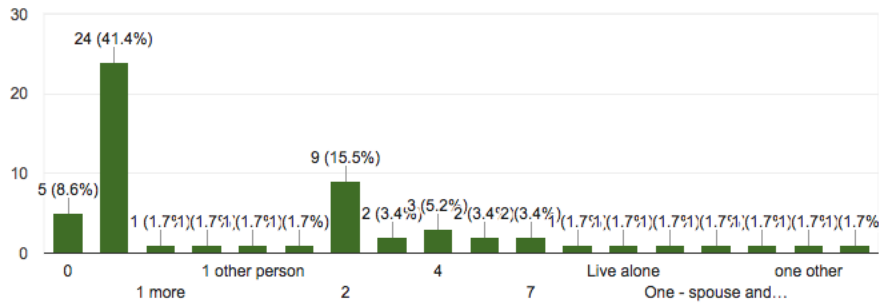
61 responses



- Female
- Male
- Prefer not to say
- nonbinary

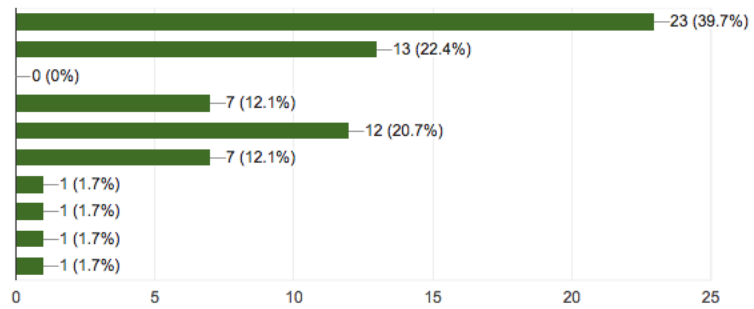
### How many people do you live with?

58 responses



### What is your employment status? (Please select all that apply)

58 responses



If other is selected, please explain.

3 responses

Second career after retirement making artisan chocolates.

Am retired, but have an online business

Self employed, hours vary around My the rest of my life's schedule

Please provide any additional feedback, comments, or suggestions that you would like to share related to your experience at the High Country Food Hub!

21 responses

I've enjoyed the brief experience with the Food Hub. Love the ease of participation and Shannon is a huge asset to this enterprise.

I always enjoy chatting with Shannon. And she has useful information on products.

I love having great local food options! thank you so much for all you do!!! it's truly incredible!

I appears that there are a lot of vendors selling the same items, just slightly different in terms of price.

Shannon is wonderful and readily shares pertinent information. I am very grateful for the HCFH. We are so fortunate to have access to a wide variety of local organic products.

Great Concept - I love having access to local products not otherwise available

Love the Food Hub! I'm so happy that this project is picking up steam. I know that

**Thanks for your time!**