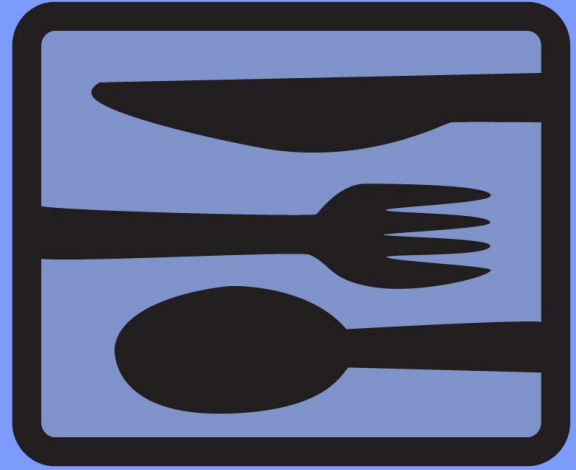


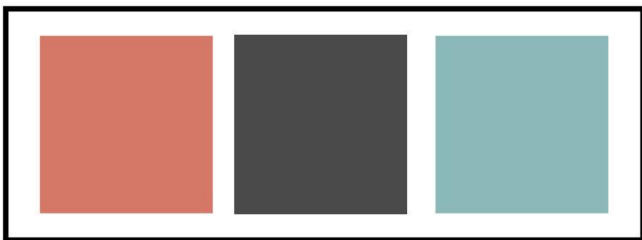


Marketing for FNSP

Brin, Olivia, Grace, Emily, and Lily

Phase One: Elevated Brand Kit

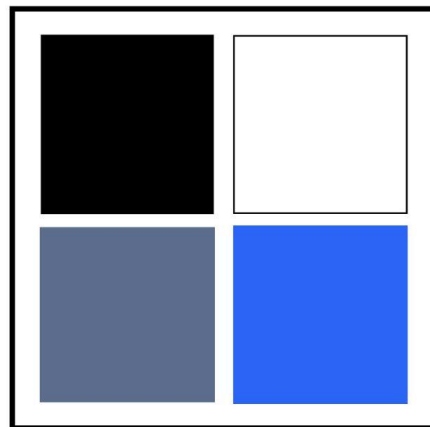




ACCENT COLORS



PROPOSED ACCENT
COLORS



MAIN BRAND COLORS

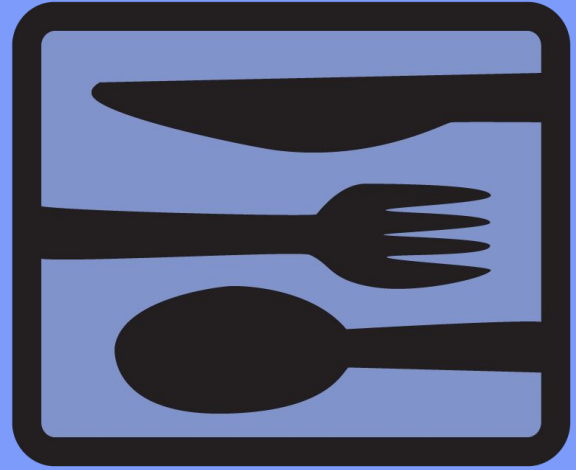


LOGOS

BRAND ADJECTIVES

dignified
nourishing
fresh
ambiance

Phase Two: Social Media Posts





WAYS TO DONATE:
KATHY'S CLOSET, STOCK DONATION,
FRIDAY NIGHT ANGELS, GIFT
DONATIONS, AND MORE!

*Have extra food, clothes, or essentials?
Every donation-big or small-can ease a
burden and make a life-changing difference.*

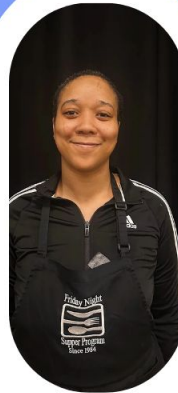


DETAILS IN THE CAPTION

MEET THE TEAM



AAIDALIZ PEREZ
Executive Director



Innazia Moore
Kitchen Chef



Josie Tucker
Program Coordinator



VOLUNTEER SHOUTOUT!!



BRYAN

Since late 2016



NANCY

Since fall 2019



ANDREA

Since July 2020



KATHY

Manager of Kathy's
Closet



PEGGY

Over 20 years of
service



SUZANNE

Longtime, regular
volunteer

JOIN US THIS FRIDAY!



FRIDAY NIGHT SINCE 1984
SUPPER PROGRAM

VOLUNTEER WITH US

Support Our Cause and
Help Make a Difference

VOLUNTEERS NEEDED

VOLUNTEER OPPORTUNITIES

- * KITCHEN SHIFT
 - * EVENING SHIFT
- DAY TIME SET-UP *

VOLUNTEERS ARE NEEDED EVERY WEEK TO
SUPPORT FRIDAY'S DINNER SERVICE



For further information, please visit:

[HTTPS://WWW.FRIDAYNIGHTSUPPER.ORG](https://www.fridaynightsupper.org)

JOIN US THIS FRIDAY!

Social Media Usage Education & Guidelines

Repeat Language Usage

- Reinforces key concepts and vocabulary
- Helps individuals remember important ideas
- Supports language development, especially for early learners or second-language learners
- Repeating words, phrases, or sentence structures intentionally or unintentionally in speech or writing.

Creating with the Right Tools

- keeping designs consistent, using:
 - Canva
 - Powerpoint
 - Google Slides

Use Approved Fonts

- Stick to brand fonts only
- Keep text easy to read

Stay On Brand Colors

- Use only approved brand colors
- Keep visuals consistent
- Keep Language Consistent

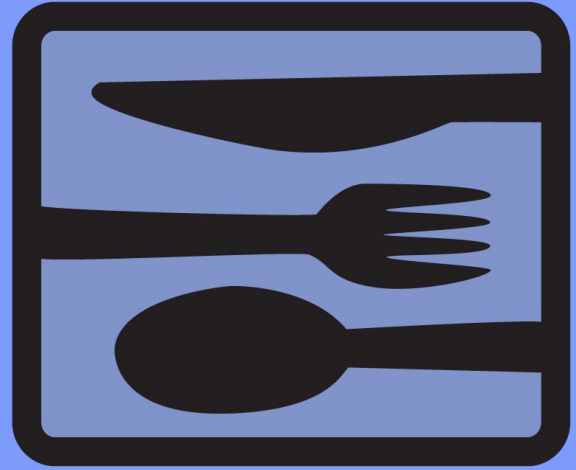
Repeat key phrases and terms

- Use clear, simple wording



Follow guidelines to ensure clarity and consistency across all communications

Phase Three: Physical Fliers





VOLUNTEER WITH FRIDAY NIGHT SUPPER

**We're looking for volunteers on
Friday nights from 5-8pm.**

*Our mission is to serve a hot,
nutritious meal, in a safe and
dignified environment, every Friday
to anyone who wants one.*

**Sign up to volunteer on our website!
fridaynightsuppers.org**

**Group and corporate opportunities
available.**



SCAN HERE TO
DONATE

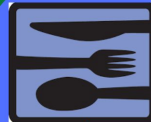
SCAN HERE TO
SIGN UP



351 BOYLSTON ST.
ARLINGTON CHURCH

FRIDAY NIGHT SUPPER PROGRAM

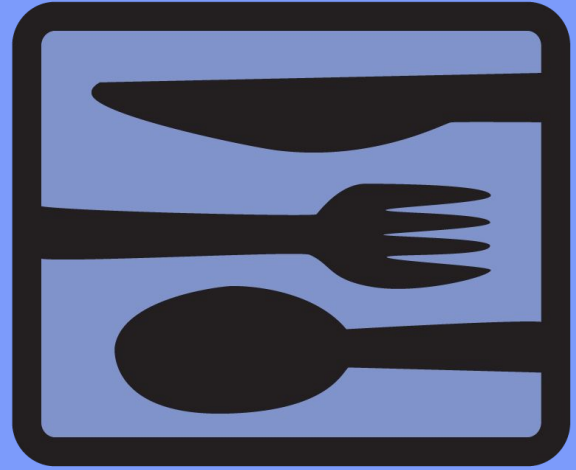
EVERY FRIDAY,
5-7PM



**A PLATE FOR
EVERYONE, NO
QUESTIONS ASKED.**

Learn more at:
www.fridaynightsupper.org

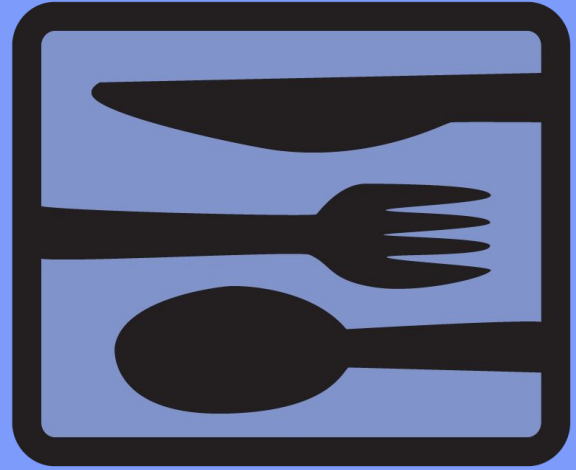
Phase Four:
Merchandise!!







Phase Five: Content Calendar



Weekly Content Calendar

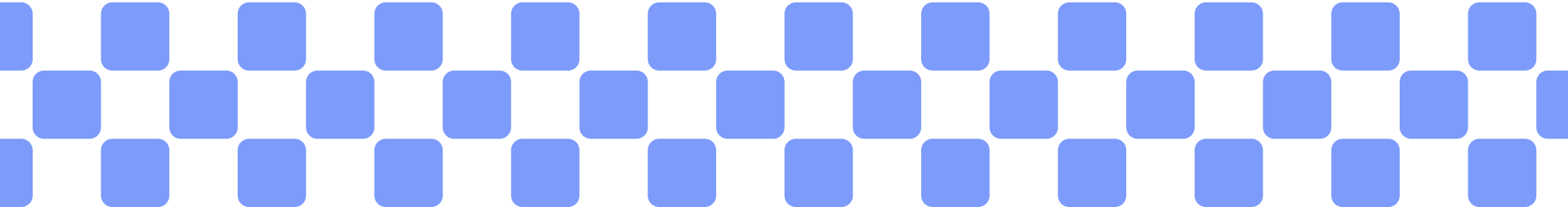
date _____
month _____

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
instagram Post @12pm about merch facebook Post @3pm about Newsletter sneak peak	email Email flyers about volunteering @12pm instagram Post @4pm about volunteer opportunities	facebook Post @12pm about donations email Email about provided servies @4pm	facebook Post @12pm about Kathy's Closet instagram Post @4pm about Friday night angels	instagram Post @12pm FNSP reminder email Send reminder @ 3pm about FNSP	email Send reminder @12pm about FNSP instagram Post @4pm upcoming events	instagram Post @3pm about donations email Email impact of FNSP from previous night @4pm

Teamwork Reflection

The Social Change Model – Group Values

- **Common Purpose:** To feed people
 - Volunteers: want to help people access nutritious food
 - Clients: want access to affordable, nutritious food
 - Us: increase visibility of FNSP
- **Collaboration:** Working together
 - Volunteers: work together to serve meals
 - Clients: encourage community support efforts
 - Us: shared ideas, divided tasks, and worked as a team
- **Controversy with Civility:** Respectful dialogue
 - Volunteers: communicate calmly to help coordinate service efforts
 - Clients: treated with dignity in a respectful environment
 - Us: communicated openly and respectfully throughout the project



Collaboration and Roles

Lily

Brand Kit

Merch
Designs

Emily

Social Media
Templates

Grace

Print
Deliverables
(Posters)

Brin

Weekly
Reports

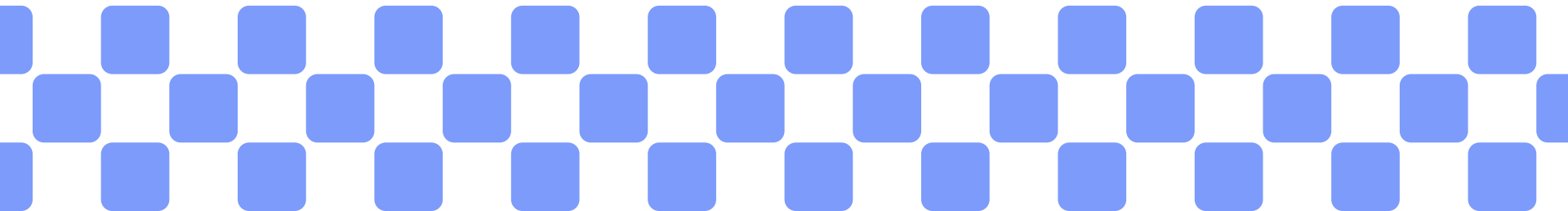
Brand Kit

Newsletter
Design

Olivia

Social Media
Guidelines

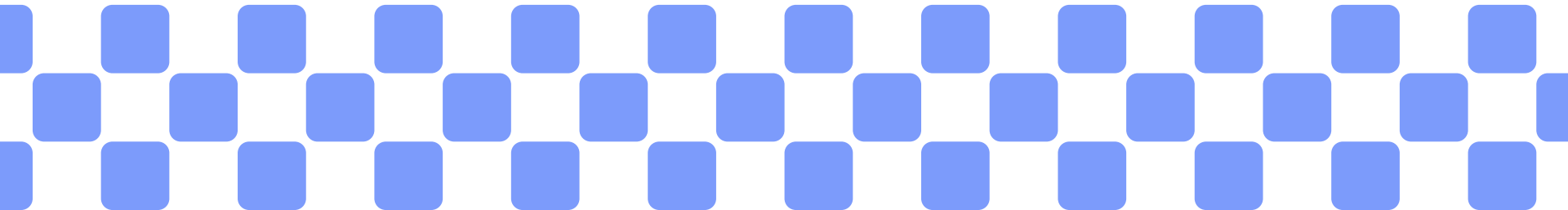
Posting
Calendar



Overall Reflection

Overall, our mission was to improve the marketing to highlight the values of FNSP, primarily nutritious meals and maintaining dignity, and also to make it easier for employees to adopt these changes.

As a group, we worked together efficiently. As of this presentation, our one deliverable left to do is the updated newsletter template.



Thank You!