



Big Day of Giving MARKETING REPORT 2020

Amount Raised For Our Kids

\$33,333

(includes \$12,500 in matching sponsors)

Social Post Overview

Total of 75 posts & emails over 5 platforms with 17,176 impressions & reach

Social Media Reach

Facebook: 5,635 Instagram: 5,887
Twitter: 817 LinkedIn: 470

Other Posts

- [Website event](#) & [blog](#)
- [Email newsletter 1](#)
- [Email newsletter 2](#)
- [Email newsletter 3](#)

Other Social Support

60-second PSA on Entercom radio stations

Thank you for sustaining our grassroots efforts to inspire kids to eat their vegetables!
Because we don't accept funding from Big Junk Food, we rely on supporters like you.