



# MARKETING REPORT 2022



**Giving Tuesday**

November 29, 2022

**Amount raised for our kids: \$7,675**

## Digital Announcements

- 3 Email newsletters to a list of 11,439 subscribers
- 1 Website blog
- 30 Facebook, Instagram, Twitter posts

## Social Media Reach

- Facebook: 1,782
- Instagram: 3,007
- Twitter: 111
- Newsletter: 14,228

**Thank you for bringing joy and health to the students we serve — together we are inspiring kids to eat their vegetables!**



## GIVING TUESDAY MARKETING REPORT 2022

Thank you for bringing joy and health to the students we serve — we couldn't have done it without your su-pear support!

### Amount Raised For Our Kids

**\$7,675**

includes \$10,000 matching gift by

**Berryessa • Castro • Lordge**  
*Family Fund*

**Total of 103 students funded!**

### Digital Announcements

- 2 Email newsletters to a list of 7.1K subscribers
- 1 Website blog
- 29 Facebook, Instagram, Twitter & Newsletter tags

### Social Media Post Overview

- 27 posts & emails over 4 platforms with 16,675 impressions
- 8 Facebook posts, including 1 Facebook Live, 8 Instagram posts, 8 Tweets & 2 Newsletters

### Social Media Reach

- Facebook: 1,569
- Instagram: 515
- Twitter: 197
- Newsletter: 14,228