Giving Tuesday Marketing Report 2023

General Overview

Total of 6 posts and two email newsletters for a total of 9,091 audience impressions.

Digital

Newsletter

Website

Total of 2 newsletters for a total of 7,132 audience impressions.

Events Tab: <u>Giving Tuesday</u>

- November 28, 2023: Help us raise \$5K by midnight!
- November 28, 2023: \$4,343 left to raise by midnight!

Social Media

Audience Impressions



2 posts Impressions: 1,284

Impressions: 534

2 posts



1 post



1 post Impressions: 61

Social Shares

- Councilmember Mai Vang
- Cheif Food Genius, Amber Stott
- Felicia James, Board Director
- EraeHolland, Board Member
- A Mission for Healthy Foods, Influencer
- Ashely Newell.Me, Influencer

Graphics used for social media

In Sacramento kids face a 40% obesity rate IT'S TIME TO TAKE ACTION! elp us rai

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