



BUFFALO CITY MISSION

Restoring Lives Since 1917

100 EAST TUPPER STREET · BUFFALO, NY 14203

Dear Fellow Directors,

I know we are all looking for ways to save money, but I am sure you are also looking for ways to increase cash, so I wanted to let you in on a great new program we ran last February because it may be useful to you in your fund raising and awareness building. This project was our first foray into social media – you know Twitter, Facebook, and the like. We wanted to use the web to try and reach people that we were not reaching with our other forms of advertising. We weren't necessarily looking for donations but wanted to build awareness within a group that hadn't been very aware of what we do at the Mission - the under 35 group. We felt if we communicated to them on their terms, we may have some success in engaging them in some way. I have attached a review of our success and also to introduce you to a great team at Noobis. Noobis has the technology that allowed this whole thing to work. They ran everything except sponsorship. We found three major sponsors to under-write the cost. They were a local supermarket chain, a local insurance office and the local bank. They gave us a total of \$20K and we gave them *eyeballs*, as the trade calls it. Maybe your marketing team knows about this, but I didn't in the beginning. The program was fantastic and please remember what was going on last January and February, the biggest economic meltdown since the 20's. The year over year difference was as follows:

| <u>2008 Feed the Hungry Campaign:</u> | | <u>2009 Feed the Hungry Campaign w/HungerHunt.com:</u> | |
|---------------------------------------|--------------------|--|--------------------|
| Donations | | Donations | |
| Mail | \$12,611.90 | Mail | \$58,074.62 |
| Website | <u>\$ 5,000.00</u> | Websites | \$ 9,147.00 |
| Grand Total: | \$17,611.90 | Grand Total: | \$67,221.62 |
| Cost | (\$ 5,280.78) | Cost | (\$25,280.78) |
| Net Total 2008 | \$12,331.12 | Net Total 2009 | \$41,940.84 |

The results speak for themselves. I think you can tie this online social media piece to any existing campaign. We tied it into our Feed the Hungry Month in February; however I think you could be successful with any tie-in to an exiting program. We also got an increase in volunteers and an overall awareness change among participants. One of those volunteers has since been hired to manage our kitchen within our Women and Children's facility. He recently graduated from a local culinary college.

If you would like to know more please don't hesitate to give me a call and I can walk you through the program and if appropriate introduce you to the guys at Noobis. Go take a look at our website we developed just for this event www.hungerhunt.com.

In his service,

Stuart Harper
Executive Director
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Main Offices
Men's Ministry
100 East Tupper St.
Buffalo, NY 14203
(716) 854-8181

Cornerstone Manor
Women's Facility
150 East North St
Buffalo, NY 14203
(716) 854-8181

Thrift Store Locations
2303 Union Rd.
Garden Village Plaza
W. Seneca, NY 14224
(716) 668-8784

Mission Motors
Vehicle Donations
(716) 896-4430

510 Dick Rd.
Dick Urban Plaza
Depew, NY 14043
(716) 681-9129