ePantry Experiment Final Analysis

September 2019

Objectives

Highlight Lessons Learned

- Highlight lessons learned from ePantry experiments and the takeaways for food banks
- Highlight ePantry impact for community partners

Showcase Learning Approach

- Demonstrate the experimental approach and its benefits for future work with FA network

Inform FANO Decisions

- Help inform why decisions were made and the design of the service

Audience

- Food Banks
- Community Partners
- FANO

Experiment Setup

Cocreation with
Northern Illinois Food Bank

Pilot Experiment with
Second Harvest Food Bank &
The Food Bank

May – August 2019

Northern Illinois, Geneva, IL

- Large food bank with high capacity

Second Harvest, Madison, WI

- Medium food bank
- Existing informal partner relations
- Aspirational leadership
- Team culture
- 4 experiments

The Food Bank, Dayton, OH

- Small food bank with limited staff time
- No internal program team
- Limited external partners
- Aspirational leadership
- 2 experiments

Experiment Setup & Summary

of Orders - Second Harvest, Madison, WI

Experiment 1 (May)		Experiment 2 (June)		Experiment 3 (July)		Experiment 4 (August)	
YMCA	15	YMCA	21	YMCA	67	Lutheran Church	5
Goodman	9	Union South	13	Union South	16	Union South	10
		Financial Office	6	Bascom Hall	6	Bascom Hall	7
		Goodman	16	St. James	13	St. James	2
Total	24		56		101		24

Madison Food Bank started ePantry with the East Y as their biggest partner because
1. East Y has existing interests in addressing hunger in their community
2. Existing relationship between the Food Bank and East Y (Jason and Lori)

of Orders - The Food Bank, Dayton, OH

Experiment 1 (July)		Experiment 2 (August)	
Fairborn Library	32	Fairborn Library	26
Skyway Shopping	19	First Church	14
Total	51		40

In May and June, Dayton Food Bank started ePantry at Dayton area but was unsuccessful (2 orders) because:
1. **Unsuitable Partnership:** YMCA partner is athletic-focus rather than community focus
2. **Limited staff capacity/skills:** The Food Bank has limited staff capacity/skills and existing partnership to start ePantry

In July, Colette was hired as a part-time to run ePantry. This time, they choose Fairborn area to start because
1. Suitable Partnership: Fairborn library is a trusted community organization that is already a SFSP site
2. Area of High Needs

High Level Takeaways

High Level Takeaways

ePantry experiments completed 282 orders in 6 one-to-two-week windows

(31 orders/week, which is twice as many as orders picked up at food pantries on average)
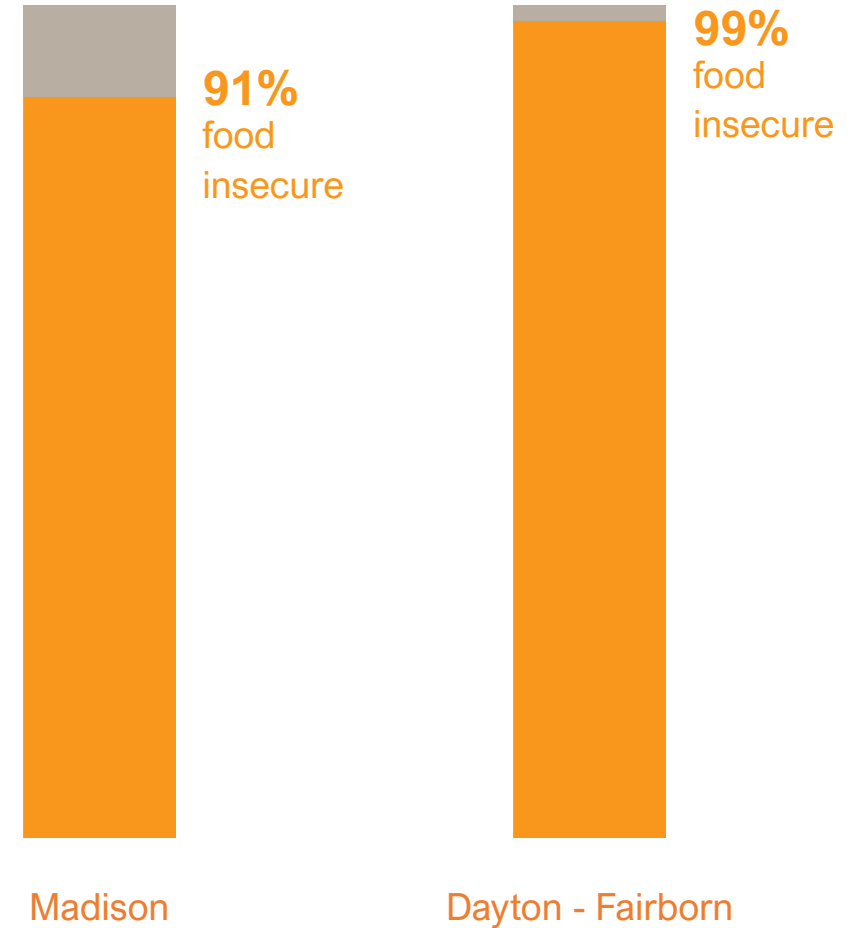
94% are food insecure

38% are not using food pantries this year

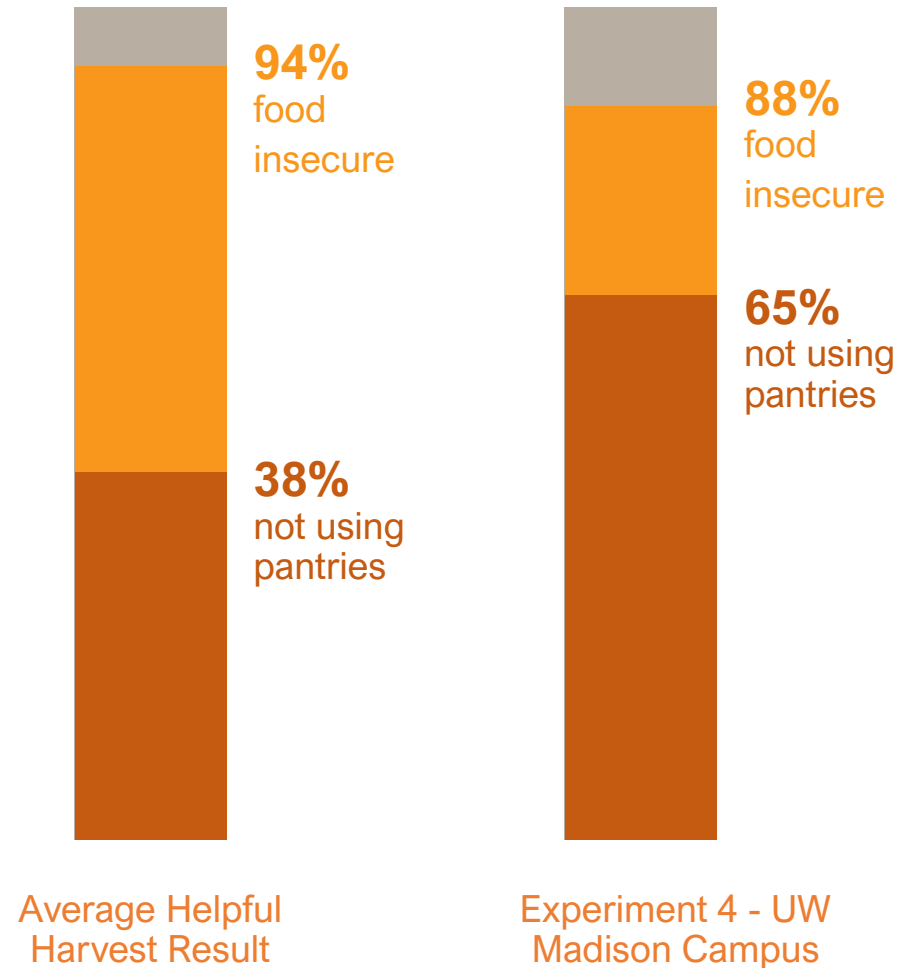**16% have never been to a pantry before**

High Level Takeaways

ePantry is reaching food insecure neighbors

91%
food insecure

99%
food insecure

Madison

Dayton - Fairborn

High Level Takeaways

ePantry is also reaching FIN who are not going to pantries due to various barriers, like stigma and throughput constraints

Among the areas we did ePantry experiments, college town has high percentage of people in need who are not using food pantries

94% food insecure

38% not using pantries

Average Helpful Harvest Result

88% food insecure

65% not using pantries

Experiment 4 - UW Madison Campus

High Level Takeaways

There are 3 proven pick-up models that strike the balance of providing neighbors with privacy and allowing minimal staff capacity

Integrated Drive-Thru Model

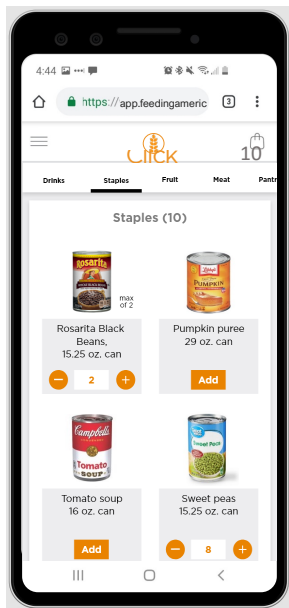Integrated Pick-Up Model

Self-Service Model

High Level Takeaways

It takes a neighbor about 3.5 ~ 7.3 mins to order grocery on our website

It take a neighbor about 0.5 ~ 4 mins to pick up their grocery at the pick-up location

ePantry experience is faster compared to traditional pantry experience where neighbors might wait in line for hours

VS

High Level Takeaways

Connecting with the right messaging partners is key

Messaging Channels	Characteristics	Examples
Well known, trusted community org.	High traffic High conversion rate Bonus: have email lists	YMCA, Fairborn Library
Small-scale, trusted community org.	Low traffic Decent - high conversion rate	Social workers, Family Support & Resource Center, Free Lunch Program
Social media community group	Ultra-high traffic Decent - high conversion rate	Pay It Forward, Food Shed, Fairborn Communicates
Social media influencer	Decent traffic Decent - high conversion rate	
Words of Mouth	Not shown in google traffic High conversion	

High Level Takeaways

Connecting with the right messaging partners is key

Messaging Channels	Characteristics	Examples
Well known, trusted community org.	High traffic High conversion rate Bonus: have email lists	YMCA Public Library
Small-scale, trusted community org.	Low traffic Decent - high conversion rate	Social workers Family Support Center
Social media community group	Ultra-high traffic Decent - high conversion rate	Pay It Forward Food Shed
Social media influencer	Decent traffic Decent - high conversion rate	Nate Moll
Words of Mouth	Not shown in google traffic High conversion	

High Level Takeaways

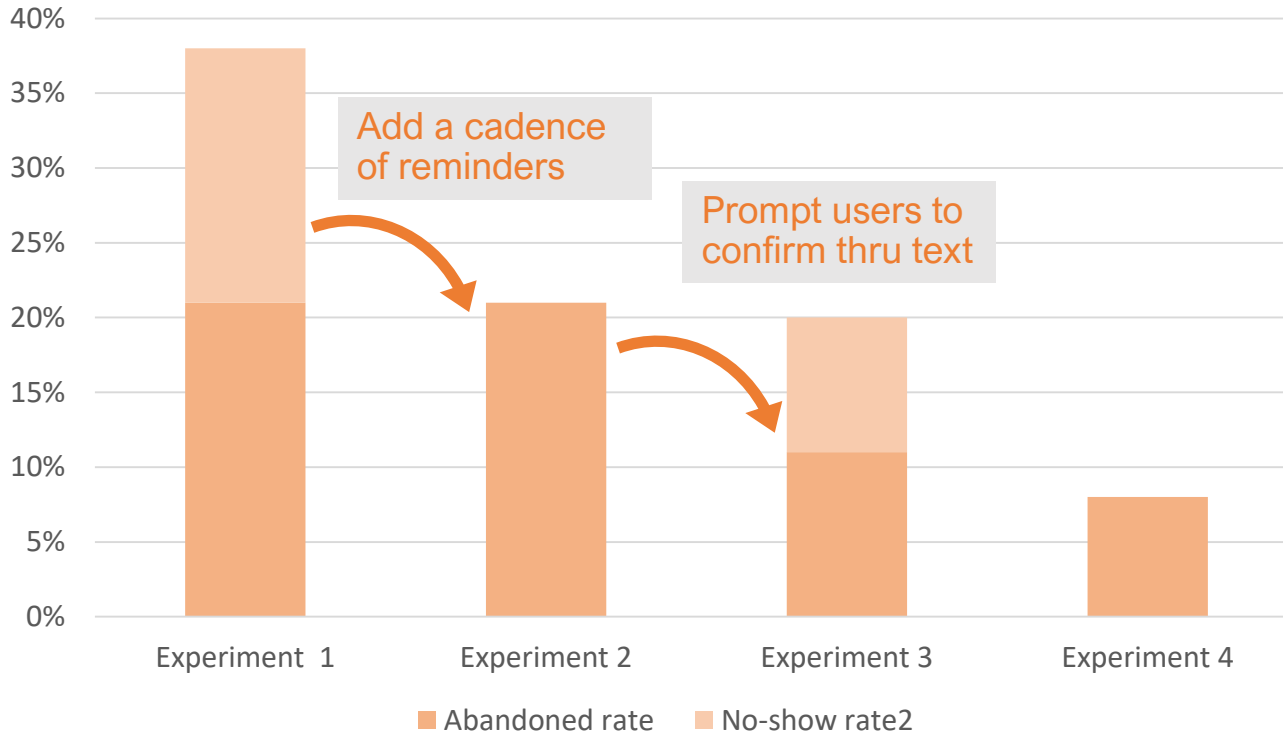**Connecting with the right messaging partners is key. For college town, they look different:**

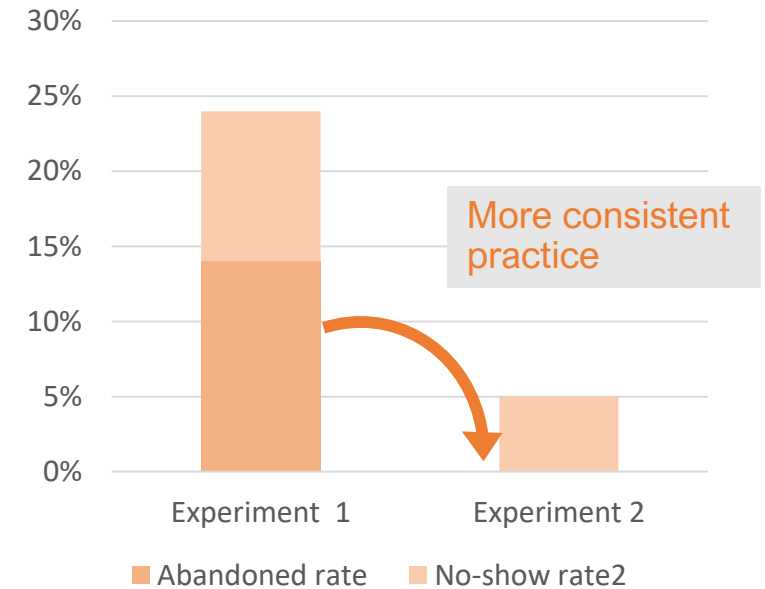| Messaging Channels	Characteristics	Examples
Social media community group (informal/student led)	Ultra-high traffic Decent - high conversion rate	Food Shed
Benefit services	Low traffic Low conversion rate	Social worker, advisor, financial office, job club
Social media influencer	Decent traffic Decent - high conversion rate	Nate Moll
Words of Mouth	Not shown in google traffic High conversion	
Formal administration	Low traffic Low conversion rate	Carl, Toni

High Level Takeaways

Avg. conversion rates in the 6 experiments is 13.1%

Fairborn area has a higher conversion rate, 19.5%, indicating the outreach is more targeted

Compare to average ecommerce conversion rate 2~3%?
→ We are targeting the right people

* Conversion rate 2.0= # of users placing an order/ # of sessions

* Conversion rate = # of users placing an order/ # of user on website

Uncertainties, Hypothesis, & Learning

Translatability of Value Propositions

Uncertainties

Can we develop enough trust with our target audience that they will use the service across different service areas?

Hypothesis 1

ePantry's value propositions resonate with our target audience, attracting them to use our service.

Learning

Respect my privacy
Mainstream my experience

"It's nice that I can come grab a box and walk out, no one has to know why. That eliminates another barrier for access."

"I think it was very easy and there's anonymity to ordering online, that helps."

Convey Quality

Madison Experiment 4

Many complained that the food at Food Shed on UW Campus is often expired, but ePantry offers food that is in good condition and last longer.

Translatability of Value Propositions

Uncertainties

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ePantry's value propositions resonate with our target audience, attracting them to use our service.

Learning

Meet me where I am

Respect my privacy

When choosing a pick-up location, which of the following factors matter most to you?

■ Neighbor Responses from Madison Experiment 2 (9 Responses)

Translatability of Value Propositions

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Hypothesis 1

ePantry's value propositions resonate with our target audience, attracting them to use our service.

Learning - Madison

What is the likelihood that you would use Helpful Harvest if it is offered again in the future?

- ■ Very likely to use ePantry again
- ■ Likely to use enpantry again
- ■ Not likely

22%

75%

Translatability of Value Propositions

Uncertainties

Can we develop enough trust with our target audience that they will use the service across different service areas?
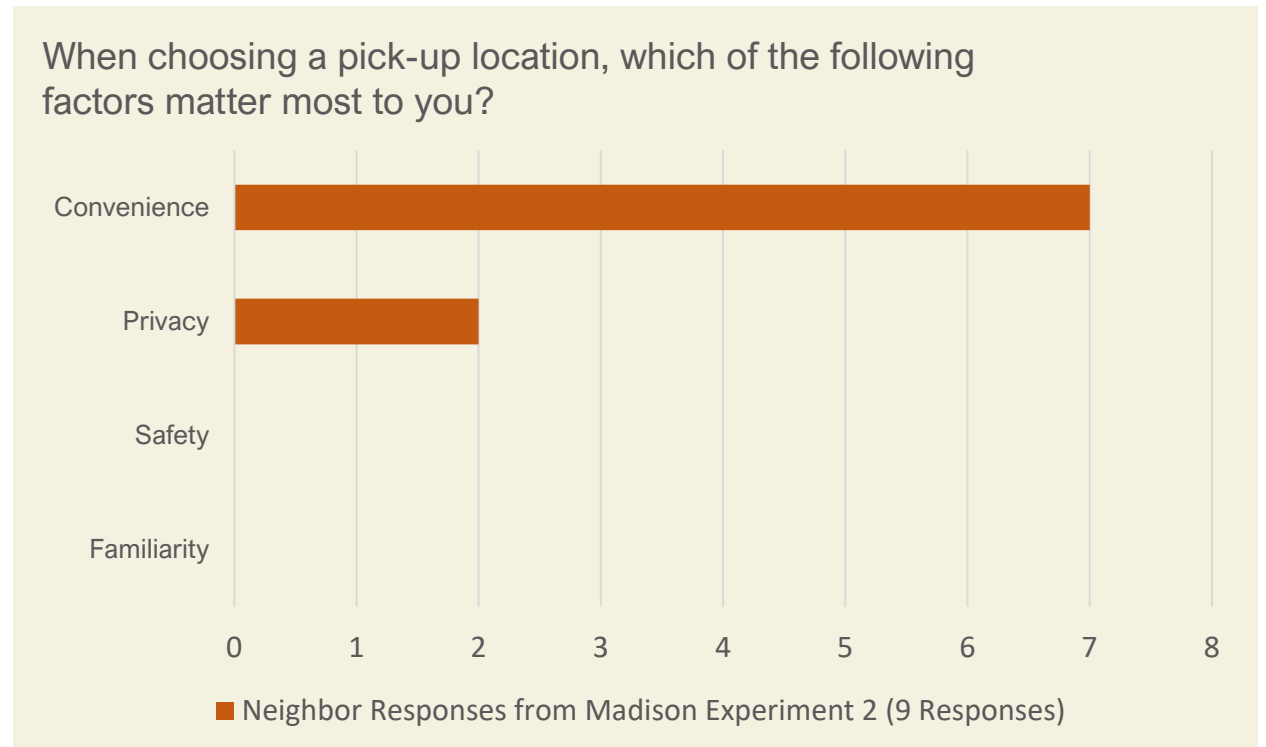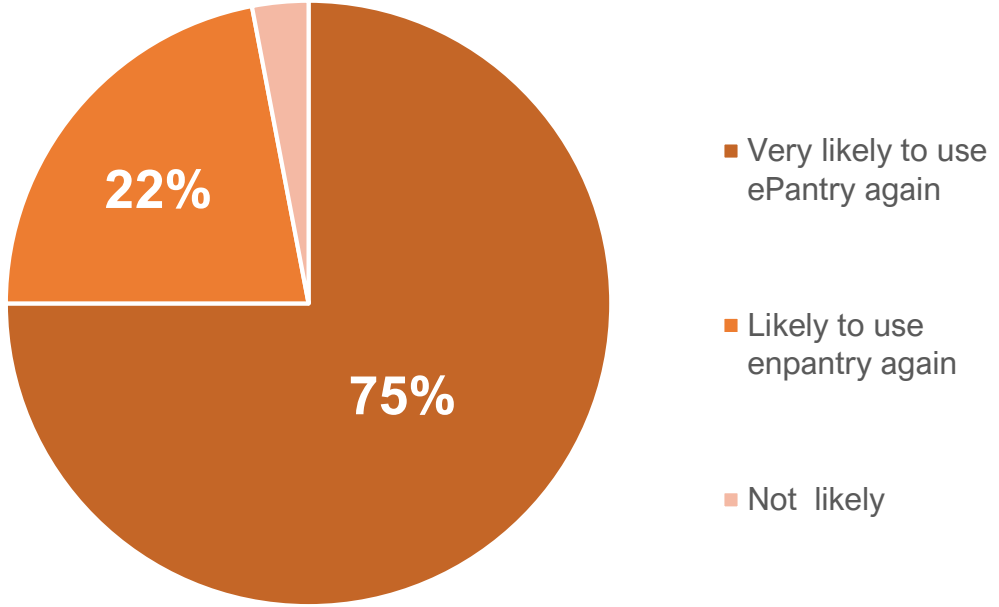
Hypothesis 2

Food banks across the country will be able to reach at least 15 neighbors per distribution if they target messages through a trusted partner.

Most distributions are able to reach at least 15 neighbors, except for the UW campus distributions because one population is given multiple pick-up options and it was during summer break. A useful college experiment can be done during the school year instead of during summer to further test out this hypothesis.

Learning

The Food Bank, Dayton, OH

Experiment 1			Experiment 2		
Fairborn Library	32	✓	Fairborn Library	26	✓
Skyway Shopping	19	✓	First Church	14	✗
Total	51			40	

Second Harvest, Madison, WI

Experiment 1		Experiment 2		Experiment 3		Experiment 4	
YMCA	15 ✓	YMCA	67 ✓	YMCA	67 ✓	Lutheran Church	5 ✗
Goodman	9 ✗	Union South	13 ✗	Union South	16 ✓	Union South	10 ✗
		Financial Office	6 ✗	Bascom Hall	6 ✗	Bascom Hall	7 ✗
		Good-man	16 ✓	St. James	13 ✗	St. James	2 ✗
Total	24		56		101		24

Uncertainties

What is the minimal level of controls that are needed to reach the right audience and satisfy stakeholder needs?

Hypothesis

More than 5% of users will drop off if asked for 'level 1' info

What We did

1. Madison: there are no 'level 1' questions at the checkout page
2. Dayton: there are 'level 1' questions (gender, race, address, household size) asked at the checkout page

Learning

The result is inconclusive. Exit rate at checkout page for Madison experiments fluctuates too much

Learning

Exit Rate	NIFB (2/4 - 8/7)
Checkout	9.2

Exit Rate	Madison T2 (6/7-18)	Madison T3 (7/8-7/18)	Madison T4 (8/14-21)
Checkout	21.1	8.0	18.8

Exit Rate	Dayton T1 (7/22-7/28)	Dayton T2 (8/16-28)
Checkout	21.1%	20.5%

Eligibility

Uncertainties

What is the minimal level of controls that are needed to reach the right audience and satisfy stakeholder needs?

Other Learning

Make eligibility transparent

Respect my privacy

Madison Experiment 3 – Interviews

1. *Make eligibility transparent*

   a. Multiple people are uncertain if they are eligible or not. One lady even brought her pay sub to show to the staff.

   b. Some mentioned attesting feels like signing a contract and would like to why ePantry is gathering the data.

2. *Respect my privacy*

   a. Most people are fine with extra eligibility questions and attestation. However, some people feel uncomfortable to answer less relevant questions, like gender, race, address and prefer if it is anonymous.

Eligibility

Uncertainties

What is the minimal level of controls that are needed to reach the right audience and satisfy stakeholder needs?

Other Learning

Help me know what to expect

Madison Experiment 4

A lady asked us if using ePantry will effect her possibility to become a citizen in the future. Dan reassure that it will not.

These are the concerns that might drive food insecure neighbors away from ePantry. We need to ensure we make the expectation clear so that we reach those are hard to reach by traditional pantries.

Marketing

Uncertainties

What is the right message, medium, channel to reach our target audience?

Hypothesis 1

Food Banks will reach significantly more of the target neighbors by piggy backing on existing partner messaging channels that reach people with related needs.

What We Did - Madison

1. Experiment 1
   a. Messaging partners: YMCA, Goodman
2. Experiment 2
   a. Learned from experiment 1 that Pay It Forward Facebook Group provided a lot of traffic
   b. New messaging partners: Pay It Forward, Campus Food Shed (informal channel), Toni and Carl (UW staff/formal channel)
3. Experiment 3
   a. Same messaging partners as experiment 2
4. Experiment 4 (UW Campus focused)
   a. New messaging partners
      a. Administration
      b. Advisors
      c. Civic
      d. Food pantry
      e. Social media influencers
      f. General student groups
      g. Target student groups

Marketing

Uncertainties

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What We Did - Dayton

1. Previous unsuccessful experiments
   a. Messaging and pick-up partner, YMCA, is an athletic-focused org., not a well known, trusted community org.

2. Experiment 1
   a. Learned from previous mistake, and partnered with Library
   b. Messaging partners: Fairborn Library
   c. Colette's outreach effort – 10 hrs
      a. Set up partner relationship: Library, SFSP site, Amy Doerman – 1.5 hrs
      b. Coordinate outreach methods with partners: Library, SFSP – 6 hrs
      c. Colette went around the community to spread the words – 2.5 hrs

3. Experiment 2
   a. New messaging partners: First Church of Christ
   b. Colette's outreach effort – 8 hrs
      a. Set up partner relationship: First Church of Christ, Library – 3.5 hrs
      b. Coordinate outreach methods with partners: Fairborn Schools, Senior Center – 0.5 hrs
      c. Colette went around the community to spread the words – 4 hrs

Marketing

Uncertainties

What is the right message, medium, channel to reach our target audience?

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Food Banks will reach significantly more of the target neighbors by piggy backing on existing partner messaging channels that reach people with related needs.

Learning

We verified this hypothesis and further identified who are the effective messaging partners.

Marketing

Messaging Channels	Characteristics	Examples
Well known, trusted community org.	High traffic High conversion rate Bonus: have email lists	YMCA, Fairborn Library
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Social media influencer	Decent traffic Decent - high conversion rate	Nate Moll, Kelly LeGrand
Words of Mouth	Not shown in google traffic High conversion	

Marketing - Madison

Madison - Google Analytics: Traffic (Sources/Medium)

Legend:
- Direct/None
- Multiple/Social media
- YMCA/Email
- Social Meida Influencer/Email
- Social Worker/Email, flyer
- FB Reminder/Text Message, email
- Flyer/Posted Flyer
- Others

Marketing - Madison

Madison - Google Analytics: Traffic (Sources/Medium)

Chart showing stacked bar data for Experiment 1, Experiment 2, Experiment 3, Experiment 4 with y-axis from 0 to 800.

Legend:
- ■ Direct/None
- ■ Multiple/Social media

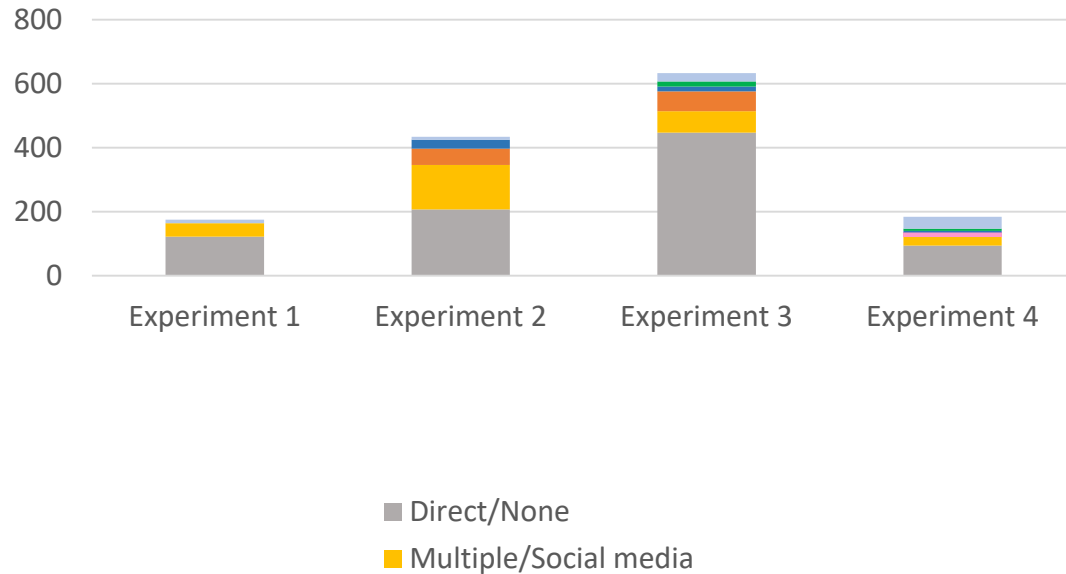| Messaging Channels	Characteristics	Examples
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Marketing - Madison

Experiment 1

Google Analytics (175 users → 6* orders)

Source/medium	Traffic	Conversion
Direct/None	69.7%	2.2%
Facebook/referral	24%	4.4%

1. Social media community groups draw more traffic but have lower conversion rate
2. Well known, trusted community organization draws less traffic but have high conversion rate

Survey Results (30 responses)

Source/medium	Percentage
YMCA/mostly email	30%
Pay It Forward/Facebook	26.7%
Word of Mouth	10%
Library/flyer	6.7%

Experiment 2

Google Analytics (434 users → 72 orders)

Source/medium	Traffic	Conversion
Multiple/facebook	32.1%	9.9%
YMCA/email	11.8%	21.6%
UW Social Worker/email, flyer	6.4%	8.3%
Direct Link/not set	2.5%	7.7%
Campus flyer/posted flyer	0.4%	0%

Survey Results (72 responses)

Source/medium	Percentage
YMCA/mostly emails	29.2%
Multiple/Social Media *	27.8%
Multiple/email	9.7%
Words of mouth	6.9%
Social workers/email, flyer	4.2%
Small scale community org/unknown	2.8%

* Sources of social media post include Pay It Forward Coalition and The Food Shed

Marketing - Madison

Experiment 1

Google Analytics (175 users → 6* orders)

Source/medium	Traffic	Conversion
Direct/None	69.7%	2.2%
Facebook/referral	24%	4.4%

Secondary outreach channels

1. Word of mouth
2. Small scale community org./social workers

Survey Results (30 responses)

Source/medium	Percentage
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Survey Results (72 responses)

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Multiple/email	9.7%
Word of mouth	6.9%
Social workers/email, flyer	4.2%
Small scale community org/unknown	2.8%

* Sources of social media post include Pay It Forward Coalition and The Food Shed

Marketing - Madison

Experiment 3

Google Analytics (633 users → 118 orders)

Source/medium	Traffic	Conversion
Multiple (Shed)/facebook	10.6%	21.1% ↑
YMCA/email, flyer	9.8%	12.6%
Text message reminder / Text message	3.8%	0%
Direct link / (not set)	2.5%	36.4%
UW Toni Hunger Staff / Email, flyer	2.3%	0%

* There is a trouble for people to open some of the links

Survey Results (112 responses)

Source/medium	Percentage
Multiple (Shed)/Social Media	44.4%
Small Scale Community Org/Unknown *	14.8% ↑
YMCA/mostly emails	13.0%
Social workers/email, flyer	13.0% ↑
Others/Online	6.9%
News Channel	5.6%

* Small Scale Community Org include elementary school, FSET, FSRC, Just Bakery

Experiment 4

Google Analytics (159 users → 28 orders)

Source/medium	Traffic	Conversion
Shed/Facebook Post	17.4%	8.1%
Social Media Influencer/Email	8.43%	5.9%
Direct Link/None *	7.3%	28%
Food Bank/Email, Flyer	4.5%	33.3%
Google/Organic	3.4%	0%
UW Toni Hunger Staff/Email	3.4%	0%

Survey Results (29 responses)

Source/medium	Percentage
Shed/Social Media	34%
College Formal Service/email, others *	28% ↑
Words of Mouth	7%

* College Formal Services include job club, advisor, mailing service

Small scale community org. start picking up as words get out.

33

Marketing

Messaging Channels	Characteristics	Examples
Well known, trusted community org.	High traffic High conversion rate Bonus: have email lists	YMCA, Fairborn Library
Small-scale, trusted community org.	Low traffic Decent - high conversion rate	Social workers, Family Support & Resource Center, Free Lunch Program
Social media community group	Ultra-high traffic Decent - high conversion rate	Pay It Forward, Food Shed, Fairborn Communicates
Social media influencer	Decent traffic Decent - high conversion rate	Nate Moll, Kelly LeGrand
Words of Mouth	Not shown in google traffic High conversion	

High Outcome

Outcome Increase

Target families

Target specific groups (ex: can translate to college outreach)

Marketing – College Town

Further analysis about formal pathway (admin) and informal (advisors)

User	New Users	Pages / Session		Conversions Goal 1: Place an order	
				Place an order (Goal 1 Conversion Rate)	Place an order (Goal 1 Completions)
159 % of Total: 100.00% (159)	139 % of Total: 100.72% (138)	246 % of Total: 100.00% (246)		11.38% Avg for View: 11.38% (0.00%)	28 % of Total: 100.00% (28)
1. (direct) / (none)	77(43.26%)	69(49.64%)		00:06:19	11.21%
2. Shed / Facebook Post	31(17.42%)	29(20.86%)		00:06:18	8.11%
3. Social media influencers / email	15(8.43%)	12(8.63%)		00:03:28	5.88%
4. Direct link / (not set)	13(7.30%)	7(5.04%)		00:06:10	28.00%
5. Food Bank / Email, flyers	8(4.49%)	5(3.60%)		00:04:03	33.33%
6. google / organic	6(3.37%)	5(3.60%)		00:05:30	0.00%
7. UW Toni Hunger Staff / Email, flyer	6(3.37%)	4(2.88%)		00:02:24	0.00%
8. Campus Flyers / Posted Flyers	4(2.25%)	2(1.44%)		00:02:04	0.00%
9. YMCA / Email, flyer	3(1.69%)	0(0.00%)		00:00:17	0.00%
10. Advisors / email	2(1.12%)	1(0.72%)		00:00:03	0.00%
11. Food Pantry / email	2(1.12%)	0(0.00%)		00:00:00	0.00%
12. Target student groups / email	2(1.12%)	0(0.00%)		00:00:00	0.00%
13. Text message reminder / Text	2(1.12%)	0(0.00%)		00:04:21	33.33%

Marketing – College Town

High Outcome

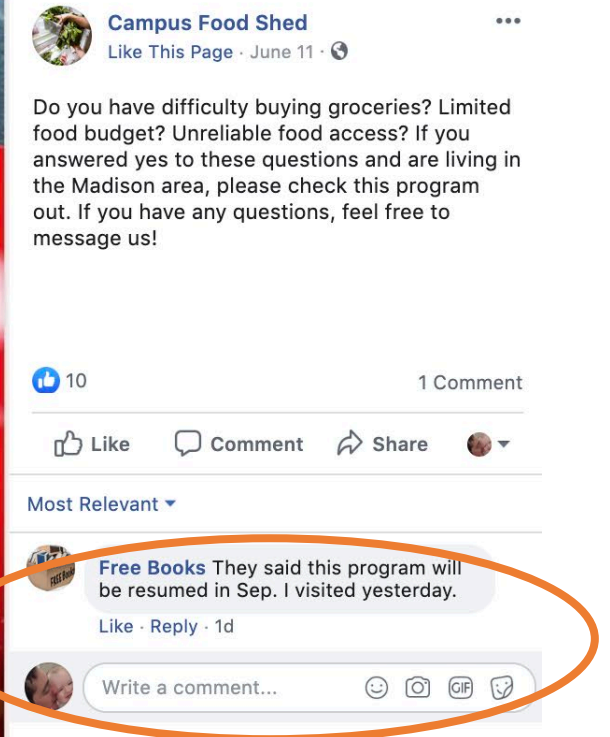| Messaging Channels	Characteristics	Examples
Social media community group (informal/student led)	Ultra-high traffic Decent - high conversion rate	Food Shed
Benefit services	Low traffic Low rate	Social worker, advisor, financial office, job club
Social media influencer	Decent traffic Decent - high conversion rate	Nate Moll
Words of Mouth	Not shown in google traffic High conversion	
Formal administration	Low traffic Low conversion rate	Carl, Toni

Marketing - Madison

Someone responded false information.

→ For social media outreach, there needs to be some sort of moderation in order to prevent false information.

Marketing - Dayton

Dayton - Google Analytics: Traffic (Sources/Medium)
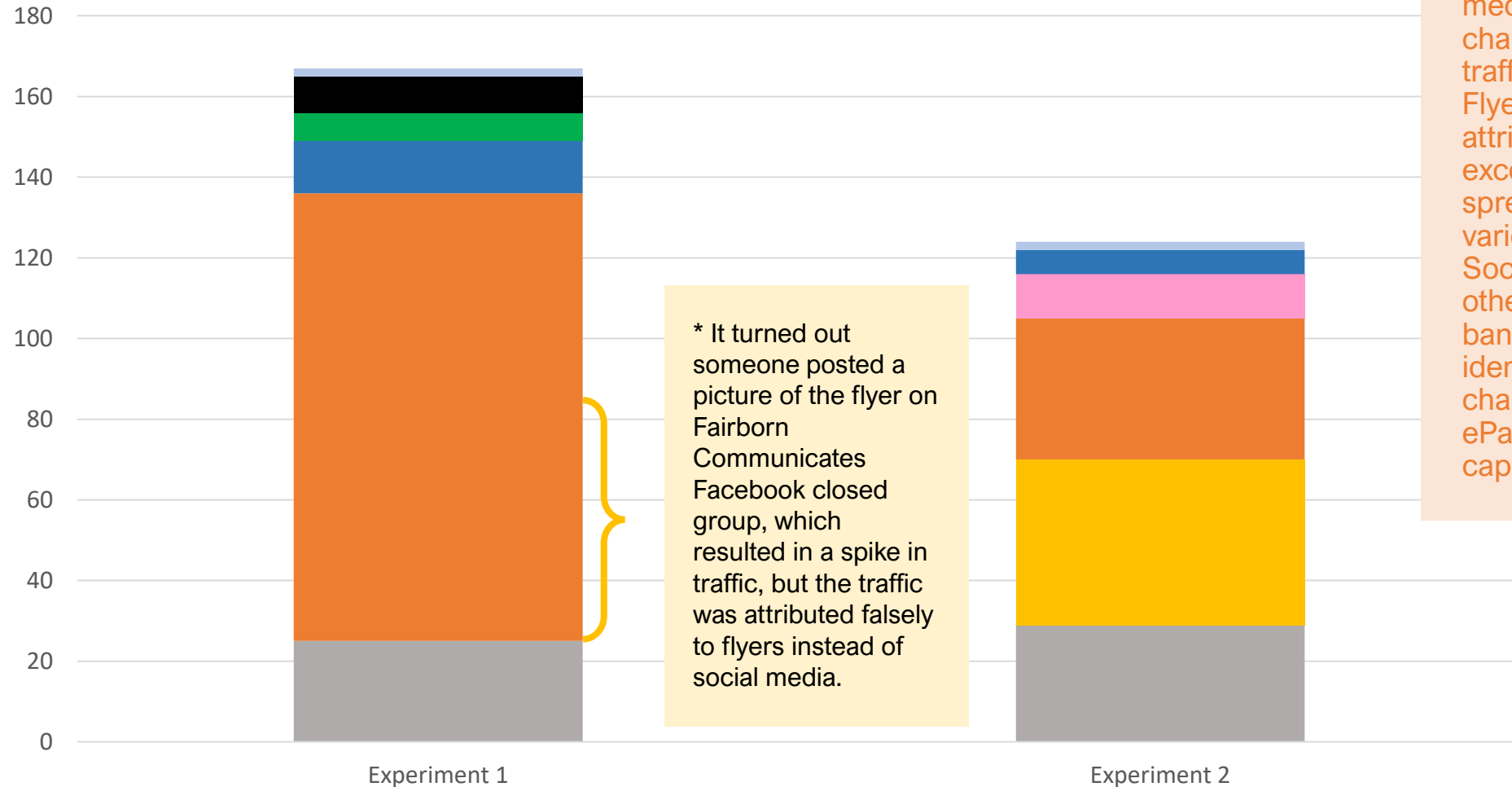
* It turned out someone posted a picture of the flyer on Fairborn Communicates Facebook closed group, which resulted in a spike in traffic, but the traffic was attributed falsely to flyers instead of social media.

Flyer/bracelet and social media are the two major channels that are driving traffic to our site. Flyer/bracelets can be attributed to Colette's excellent effort and time in spreading the words at various community events. Social media outreach, on the other hand, requires less food bank staff time. Thus, identifying key social media champion is crucial for scaling ePantry without scaling staff capacity dramatically.

Legend:
- Direct/None
- Multiple/Flyer and bracelet
- Fairborn library/email or website
- Multiple/email, social media
- Multiple/Social media
- Reorders/Email
- W Dayton /email, flyer
- Others

Marketing - Dayton

Experiment 1

Google Analytics (167 users → 51 orders)

Source/medium	Traffic	Conversion
Multiple/Flyers and bracelets *	66.7 %	23.3%
Direct/None	15.2%	16.1%
Fairborn library/email or website	7.6%	21.1%
W Dayton /email, flyer	4.1%	7.8%
Multiple/email, social media	5.3%	0%

* Someone posted a picture of the flyer on Fairborn Communicates Facebook closed group, which resulted in a spike in traffic, but the traffic was attributed falsely to flyers instead of social media.

Survey Results (60 responses)

Source/medium	Percentage
Word of Mouth	40%
Fairborn Communicates/Social Media	30%
Fairborn Library/flyer, others	16.7%
Small Scale Community Org/flyer, bracelets, others *	10%
Others/Online	3.3%

* Small Scale Community Org include free lunch program

Experiment 2

Google Analytics (124 users → 40 orders)

Source/medium	Traffic	Conversion
Multiple/Social Media	33.0%	18.6%
Multiple/Flyers and bracelets	28.5%	48.6%
Direct/None *	23.1%	12.8%
Reorders/Email	8.5%	7.4%
Fairborn library/email or website	4.6%	83.0%

* There was a typo in the link that the Food Bank send out to messaging partners, leading to more direct traffic.

Survey Results (50 responses)

Source/medium	Percentage
Word of Mouth	30%
Faircreek Church/Facebook	20%
School/multiple	18%
Library/flyer, staff	12%
Small Scale Community Org/unknown *	2%

* Small Scale Community Org is a senior center

Marketing - Dayton

Experiment 1

Google Analytics (167 users → 51 or...

Source/medium	Traffic
Multiple/Flyers and bracelets *	66.7 %
Direct/None	15.2%
Fairborn library/email or website	7.6%
W Dayton /email, flyer	4.1%
Multiple/email, social media	5.3%

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falsely to flyers instead of social media.

Messaging Channels	Characteristics	Examples
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Marketing - Dayton

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Google Analytics (167 users → 51 orders)

Source/medium	Traffic	Conversion
Multiple/Flyers and bracelets *	66.7 %	23.3%
Direct/None	15.2%	16.1%
Fairborn library/email or website	7.6%	21.1%
W Dayton /email, flyer	4.1%	7.8%
Multiple/email, social media	5.3%	0%

* Someone posted a picture of the flyer on Fairborn Communicates Facebook closed group, which resulted in a spike in traffic, but the traffic was attributed falsely to flyers instead of social media.

Experiment 2

Google Analytics (124 users → 40 orders)

Source/medium	Traffic	Conversion
Multiple/Social Media	33.0%	18.6%
Multiple/Flyers and bracelets	28.5%	48.6%
Direct/None *	23.1%	12.8%
Reorders/Email	8.5%	7.4%
Fairborn library/email or website	4.6%	83.0%

* There was a typo in the link that the Food Bank send out to messaging partners, leading to more direct traffic.

Survey Results (60 responses)

Source/medium		
Word of Mouth		
Fairborn Communicates/Social Media		
Fairborn Library/flyer, others	16.7%	
Small Scale Community Org/flyer, bracelets, others *	10%	
Others/Online	3.3%	

* Small Scale Community Org include free lunch program

	Percentage
	30%
Facebook	20%
School/multiple	18%
Library/flyer, staff	12%
Small Scale Community Org/unknown *	2%

* Small Scale Community Org is a senior center

Food bank's targeted outreach at community events has high traffic and conversion rate but requires staff time and specific skills.

41

Marketing - Dayton

Experiment 1

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* Small Scale Community Org include free lunch program

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Library/flyer, staff		12%
Small Scale Community Org/unknown *		2%

* Small Scale Community Org is a senior center

Social media outreach also drive high traffic to our site on both experiments. Once a social media channel is exposed, traffic come in without requiring food bank's staff.

Marketing - Dayton

Experiment 1

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Survey Results (60 responses)

Source/medium	Percentage
Word of Mouth	
Fairborn Communicates/Social Media	
Fairborn Library/flyer, others	16.7%
Small Scale Community Org/flyer, bracelets, others *	10%
Others/Online	3.3%

> Fairborn Library, as a well known, trusted community org, has high conversion rate.

Survey Results (50 responses)

Source/medium	Percentage
	30%
Facebook	20%
School/multiple	18%
Library/flyer, staff	12%
Small Scale Community Org/unknown *	2%

* Small Scale Community Org include free lunch program

* Small Scale Community Org is a senior center

43

Marketing

Uncertainties

What is the right message, medium, channel to reach our target audience?

Learning

Test 1??

Hypothesis 2

More of our target users will order and pickup compared to generic message if we focus on:
a) Savings strategy
b) Universal need
c) Privacy
d) Quality of food

Branding

Uncertainties

Does the Food Bank add to or subtract from our ability to reach target audience?

Hypothesis

Target users are more likely to order from a distinct brand than from one associated with the Food Bank

Learning

In Dayton experiment 2, Fairborn FISH Food Pantry asked us to put its logo on our flyers. However, we did not see a decrease in the percentage of newly reached neighbors

	Experiment 1	Experiment 2
Orders	51	40
Newly Reached	30%	38%

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency?

Hypothesis 1

An experience that provides passive oversight, an easy way for neighbors to indicate order was not picked up and the Food Bank collecting no-shows will provide sufficient confirmation and easy experience to satisfy all stakeholders.

Meet me where I am

Mainstream my experience

Provide a range of pick-up options

Learning - Madison

Experiment 1		Experiment 2		Experiment 3		Experiment 4	
YMCA	15	YMCA	67	YMCA	67	Lutheran Church	5
Goodman	9	Union South	13	Union South	16	Union South	10
		Financial Office	6	Bascom Hall	6	Bascom Hall	7
		Goodman	16	St. James	13	St. James	2
Total	24		56		101		24

Integrated Drive-Thru Experience (YMCA):

- Orders are placed on racks by a drive way or parking spots
- Multi-purpose site, hidden in hindsight
- Very popular due to convenience
  - Neighbors are already going there
  - The site is familiar to them
- Easily operated by 1 partner volunteer

Pick-Up Experience

Uncertainties

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		Goodman	16	St. James	13	St. James	2
Total	24		56		101		24

Integrated Pick-Up Experience (Union South):

- Orders are placed on racks/counters behind info desk
- High traffic, multi-purpose site, hidden in hindsight
- More popular due to convenience
  - Neighbors are already going there
  - The site is familiar to them
- Easily operated by partner staff, not disruptive to their work

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency?

Hypothesis 1

An experience that provides passive oversight, an easy way for neighbors to indicate order was not picked up and the Food Bank collecting no-shows will provide sufficient confirmation and easy experience to satisfy all stakeholders.

Respect my privacy
Provide a range of pick-up options

Learning - Madison

Experiment 1		Experiment 2		Experiment 3		Experiment 4	
YMCA	15	YMCA	67	YMCA	67	Lutheran Church	5
Goodman	9	Union South	13	Union South	16	Union South	10
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		Goodman	16	St. James	13	St. James	2
Total	24		56		101		24

Self-Service Experience (Financial Office, Bascom Hall):

- Orders are place in a more private location with staff that is passively monitoring from far away
- Easily picked up by neighbors when expectation is clear
- Less neighbors choose the site but it provides the privacy that some neighbors need
  - Students who choose Bascom want to come in and out without interacting with others. In Madison experiment 4, only 20% of neighbors who choose Bascom feel comfortable to have longer conversation with us, which is lower than the 80% in Union South

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency

Hypothesis 1

An experience that provides passive oversight, an easy way for neighbors to indicate order was not picked up and the Food Bank collecting no-shows will provide sufficient confirmation and easy experience to satisfy all stakeholders.

Respect my privacy

Mainstream my experience

Learning

Avg. Pick-up Time

- Madison: 30~60 seconds
- Dayton: 2~4 minutes
    - Pantry Trak signage takes up most time

Avg. Order Time
- Madison: 3:31~6:49
- Dayton:

→ Time to click and collect with ePantry is much shorter than waiting at a physical pantry

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency

Hypothesis 1

An experience that provides passive oversight, an easy way for neighbors to indicate order was not picked up and the Food Bank collecting no-shows will provide sufficient confirmation and easy experience to satisfy all stakeholders.

Respect my privacy

Mainstream my experience

Learning

"I think it was very easy and there is anonymity to ordering online."   - neighbor

"It's nice that I can come grab a box and walk out, no one has to know why. That eliminate another barrier for access."   - neighbor

Integrated drive-thru, integrated pick-up and self-service experience are all proven to be easily operated actively or passively by partners.

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency?

Hypothesis 2

New partners will sign longer term contracts if early tests show minimal impact on operations and positive impact on visits into the org/store

Learning

YMCA, Union South, and Financial Office are excited to continue partnering with Helpful Harvest.

Feasibility

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency

Other Learning

"The pictures on the website are very helpful, especially the aerial view ones."   - neighbor

Most neighbors bring their own grocery bags in experiment 3 and 4 because we specify that in the instructions on our website.

Help me know what to expect

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency

Other Learning

YMCA

- Most people drove there
- Mostly families with big orders
- → integrated drive-thru pick-up is suitable

UW

- Some people take public transportation or bike there, some drove there
- Mostly students with smaller orders
- → integrated or self-service pick-up is suitable
- → Free parking and closeness to public transportation are crucial for the pick-up site

Meet me where I am

Pick-Up Experience

Uncertainties

What is the right pick-up experience that balances user needs for privacy and speed with Food Bank and partner needs for traceability and efficiency?

Hypothesis 3

A cadence of reminders with email, SMS and call will result in less no-shows or calls ahead to reschedule

Mainstream my experience

Learning

Madison Experiment 1 → 2

Dental-status reminder sequence* reduce no-show rate from 38% to 21%

Madison Experiment 2 → 3

Messaging that requires neighbors to text back confirmation reduced abandoned rate from 21% to 11%

"I would forget about it if not the last reminder. I have four kids…"   - neighbor

* Dental-status reminder sequence (5 steps): 1 confirmation email, 1 reminder email 48 hrs before, 1 text 24 hrs before, 1 text the day of, 1 text 30 mins before pick-up window close
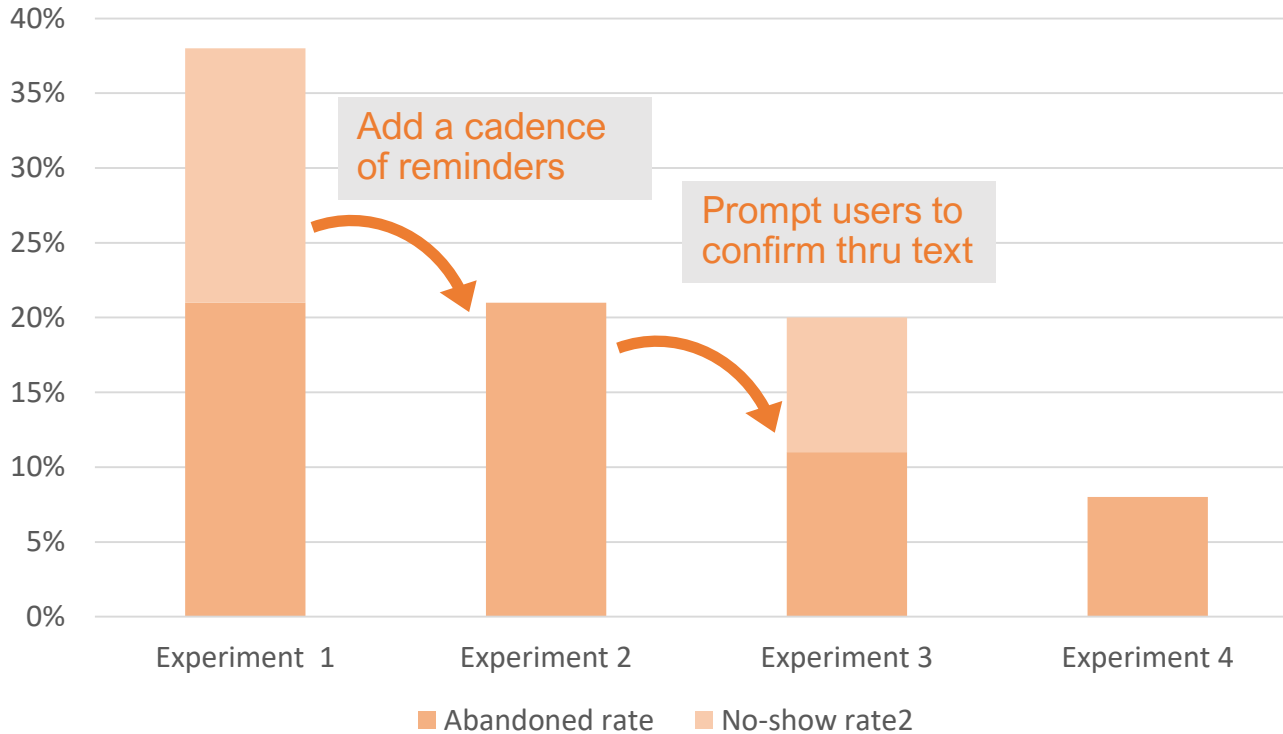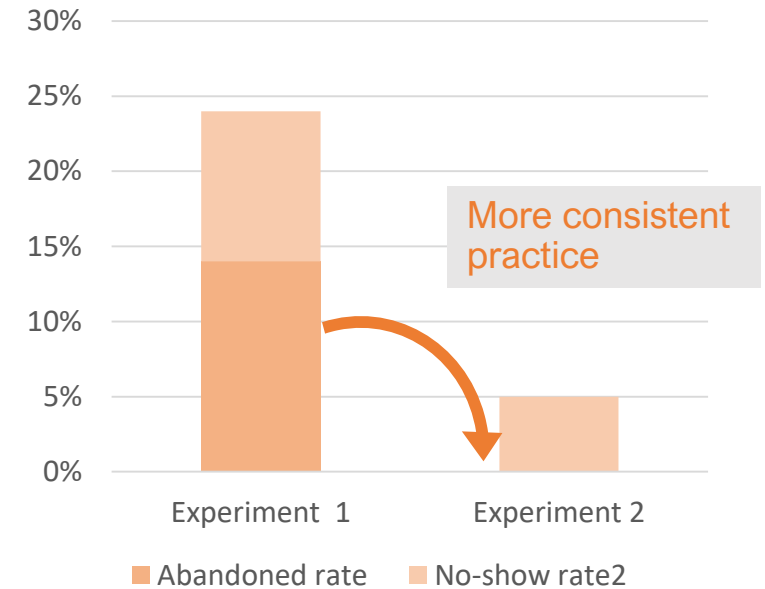
High Level Takeaways

A cadence of reminders with email, SMS and call will result in less no-shows or abandoned orders

Madison – No-Show & Abandon Rates

Add a cadence of reminders

Prompt users to confirm thru text

40%
35%
30%
25%
20%
15%
10%
5%
0%

Experiment 1   Experiment 2   Experiment 3   Experiment 4

■ Abandoned rate   ■ No-show rate2

Dayton – No-Show & Abandon Rates

More consistent practice

30%
25%
20%
15%
10%
5%
0%

Experiment 1   Experiment 2

■ Abandoned rate   ■ No-show rate2

* Utilizing trusted partners as pick-up locations also have contribution on decreasing no-show rates

Accountability

Uncertainties

Is it necessary to add some type of accountability to minimize no-shows and improve overall viability?

Hypothesis

Multiple touchpoints over several channels including calls for first time users will results in more pickups

Viability

Learning - Dayton

Madison Experiment 1 → 2

Dental-status reminder sequence* reduce no-show rate from 38% to 21%

Madison Experiment 2 → 3

Messaging that requires neighbors to text back confirmation reduced abandoned rate from 21% to 11%

Dayton Experiment 1 → 2

With better practice of 5-step reminder sequence,

No-show rate dropped from 24% to 5%

Abandon rate dropped from 14% to 0%

Accountability

Uncertainties

Is it necessary to add some type of accountability to minimize no-shows and improve overall viability?

Hypothesis

Over 95% of neighbors will consistently pickup their orders if we provide clear expectations that after three unexplained no shows they will be unable to use the service for a year

Learning - Dayton

[Didn't test 3 strike rule?](#)

[Other pantry](#)

Viability

Item Choice

Uncertainties

What level of choice will Food Banks want to offer and how will it effect the cost to provide the service?

Hypothesis

30-50% usage of preset options will result in significant cost savings

Desirability

Viability

Learning - Dayton

In Dayton experiment 1 and 2, 100 out of 101 people order mixed snack box.

In Dayton experiment 2, 36 out of 40 people ordered the mixed item box.

There are concerns from other Food Banks that preset options reduce the choices neighbors have and increase waste. Further test of the mixed item box could help determine whether neighbors will continue order them. Nevertheless, mixed item boxes that have specific category (ex: snacks) are proven to have continuous success in Dayton. Further testing in mixed produce boxes or other categories could be helpful.

Item Choice

Uncertainties

What level of choice will Food Banks want to offer and how will it effect the cost to provide the service?

Hypothesis

30-50% usage of preset options will result in significant cost savings

Learning - Dayton

	Experiment 1		Experiment 2	
# of Order	51		40	
Preset Options/ # of Oders	Mixed snack	51	Mixed item	36
			Mixed snack	39
Cost of food	913		1090?? What's the breakdown?	
% of donated food				
% of purchased food				

Viability

Item Choice

Uncertainties

What level of choice will Food Banks want to offer and how will it effect the cost to provide the service?

Desirability

Other Learning

Popular Food Items

Madison

- Potatoes
- Ground Beef
- Frozen Chicken
- Onion
- Peanut Butter
- Spaghetti

Dayton

- Mac & Cheese
- Spaghetti Sauce
- Chunk Canned Chicken
- Green Bean Canned
- Chicken Noodle Soup

Operational Opportunities

Uncertainties

Are there different ways to configure the backend operations to make it it work sustainably?

Hypothesis

Because of the differences in operations, Food Banks will identify different models to limit costs while providing a good experience that can be translated to other Food Banks.

Feasibility

Learning

Madison

- Color coded packing sheet would help
- Integrate with other packing space, like diabetes box

Dayton

- Ordering items by pick rank on the orders sheet would help make the process faster
- Orders were packed in plastic bags and order sheet was stapled around the handles. The order number was not easily visable and the sheets dissolved in the rain slowing down the pickup process

Operational Opportunities

Uncertainties

Are there different ways to configure the backend operations to make it it work sustainably?

Hypothesis

Because of the differences in operations, Food Banks will identify different models to limit costs while providing a good experience that can be translated to other Food Banks.

Learning

Madison

Ongoing tests

Dayton

Allocating food	70ft x 5 ft
Packing orders	88ft x 7ft
Staging orders	8ft x 3ft x 4ft rack

Feasibility

Uncertainties

Can other Food Banks offer this service sustainably at scale?

Hypothesis

Food Banks will be able to offer the service at a rate comparable to their backpack or senior box programs once they have adapted operations over time.

Viability

Learning - Kevin

Madison

Food	314	706	1909
Packaging	20	40	40
Transportation	85	170	425
Cost/order			

Dayton

Food	$913	$1090
Packaging	$30	
Transportation	$66	$66

Fundraising

Uncertainties

Will enough funders fund the costs needed to sustain operation

Hypothesis

Funders will fund ePantry at Food Banks if they emphasize reaching audiences and collecting better data to amplify their offerings

Learning - Ongoing

Viability

Profile: Second Harvest Food Bank, Madison

Profile: The Food Bank, Dayton

Partner Profile:
East YMCA, Madison

Partner Profile:
UW Madison Campus

Partner Profile: Fairborn Library