

# FY2023 Buncombe County Tipping Point Grant Report

<b>Organization Name:</b>	Bounty & Soul
<b>Project Name:</b>	Building Trust, Affinity and Digital Engagement

Activities Accomplished	Annual Goal	Amount
Percent of website build completed	100%	100%
Average monthly number of unique page views of volunteer pages	175	1623
Average monthly number of unique page views of education pages	375	2109
Average monthly number of unique page views of fundraising pages	75	760

Expenses (please list <u>all</u> grant related expenses)	Amount Spent
Christopher Frisco, Website Development, January 10, 2023	\$ 2,500.00
Simple/Texting Annual Enrollment, June 26, 2023	\$ 882.00
Suzanne Casparian-Serbia, Website Design and Development, June 30, 2023	\$ 1,618.00
<b>TOTAL:</b>	<b>\$ 5,000</b>

## Narrative summary of grant related activities

**1. Hire and utilize a local website developer to create the website architecture and Functionality.** Experienced web designers and developers were contracted to enhance our website functionality. Overall we achieved a simpler user experience and integrated new technologies such as our text messaging system. We simplified our navigation and messaging making it more user friendly and interactive and engaging with the end user. We used design techniques such as the spinning statistics on the home page to call attention to our impacts. To make our website accessible to our spanish speaking community, we have provided one click to a translated site.

**2. Build an education platform that will make health and wellness classes, recipes, and cooking tutorials more equitably accessible to participants.** The website now has an area called “resources” where all virtual classes and recipes are easily accessible. All resources can now easily be accessed via mobile devices. Within our new enhanced navigation system, it is easier for visitors to find the resources they want. We are in the design phase of an online survey this year will be focused on Rooted in Health education offerings and best practices. Once the survey design is completed the website will promote a location where participants can fill it out, also creating better aggregation of results that will allow us to craft education based on the input and data collected.

**3. Create an interactive participant forum to engage community members as decisionmakers, allowing them to connect, share experiences, and communicate their needs and desires, access resources, complete surveys, and enjoy success stories & service awards.** The enhanced experience now includes a “Voice of the Community” feature that functions as inspiration, enjoyment and engagement. Each video allows website visitors to hear from the community that make up Bounty & Soul - from participants, farmers, B&S staff, and volunteers. It brings people closer and allows for an emotional connection. This new feature also includes a pathway for community to respond and share their own stories. We implemented a digital survey in 2022 that gave participants an opportunity to voice their experiences and communicate needs and desires. We also feature the recipients of our You’ve Got Soul awards given monthly to those who go above and beyond to support Bounty & Soul’s mission. Volunteers, participants, farm partners, donors, are celebrated. In the effort to communicate in real time to our community, the new text messaging system provides a way to communicate market changes.

**4. Purchase and utilize fundraising software that will allow donors to seek out & engage with projects that inspire them.** We designed a new website feature where donors can see the initiatives they most care about and can engage with the projects that inspire them, such as supporting local farms that provide food to our markets and the current initiative to purchase a new Farm Truck. This area will be updated and added to as new initiatives are started. In the effort to communicate to our community and donors, we have implemented a new text messaging functionality to communicate projects and events that engage our them. Our first use of this new system will be communicating the upcoming Farm to Fork fundraising event in hopes of securing attendees and reaching our financial goals. Text messages average a 98% open rate and 97% are opened within 3 minutes. To compare, email has just a 22% open rate. Texting is the most widely-used forms of communication, with 97% of Americans using it at least once per day. The text messaging/alert system also provides a method to communicate market changes.

**5. To enhance our volunteer experience** we created a new digital/online process that simplifies the way our volunteers sign up for work within our Farmers Alliance Program. Online forms make it easy for volunteers to answer important questions and know what is expected of them prior and day of volunteering. It gives our staff immediate access to all the pertinent information needed to secure the right level of volunteers at the right time. Regarding activities accomplished, it should be known that these averages reflect the months of April, May and June 2023, since this is the timeframe inside which website changes went live.