



ReNutrient

Assignment 1

Non Profit Development

ReNutrient

empowering the chef within

Hosted By:

Eleanor Grant

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Would you eat this?





Vision

Seeks to make food safe and accessible for all Americans without harmful and unnecessary chemicals.

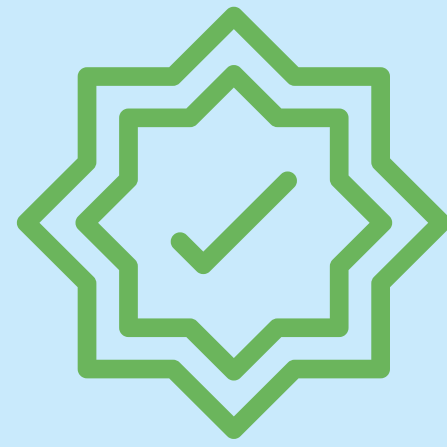
Mission

To minimize harm from chemicals and additives in food within the U.S. through lobbying, awareness, and working within different communities.

Values



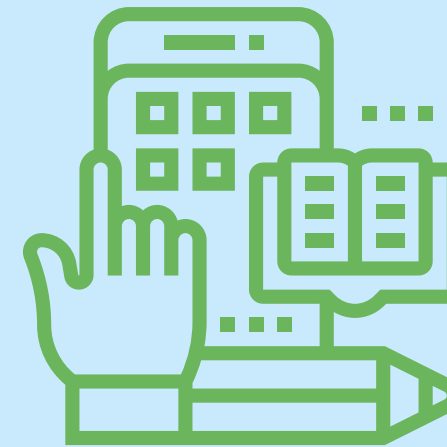
Accessibility



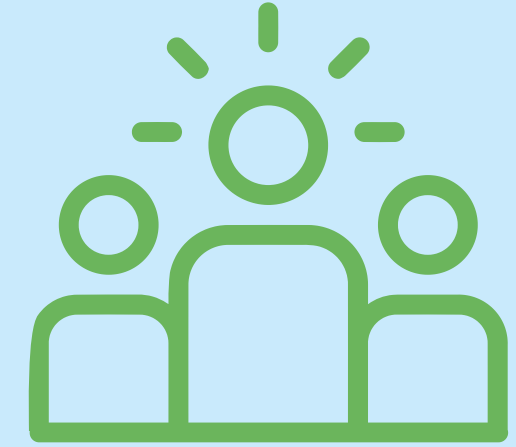
Quality



Heart



Education



Impact

Objectives

- Lobbying at local and federal government levels to ban the same chemicals that are already banned in the EU and other nations.
- Raising awareness of what is harmful and unnecessary in the food they buy and alternatives.
- Work with communities, specifically families and young adults, to teach cooking.

Audiences

Fundraising

- People who are genuinely passionate about what they put into their body.
- Families

Programs

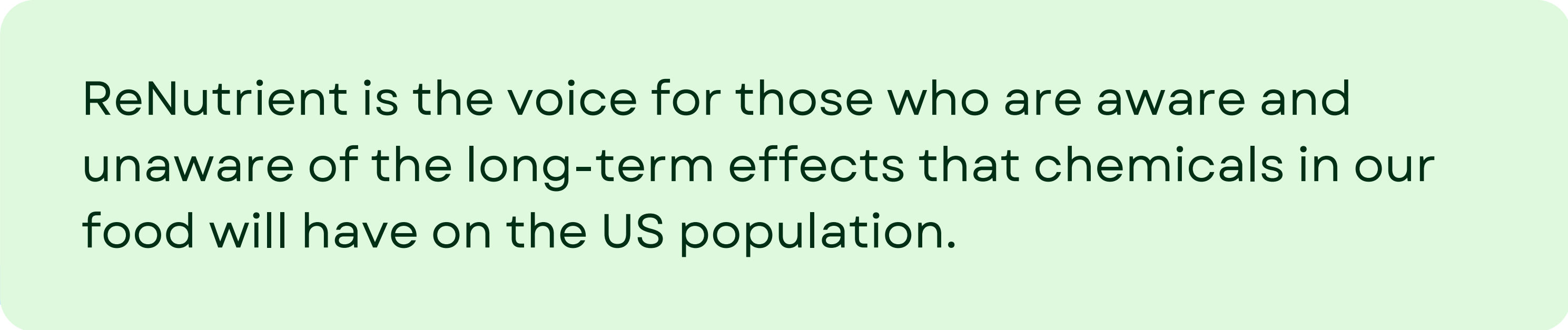
- Families, especially mothers and children
- Young adults / College Students
- Politicians

Advocacy


- College Students
- Medical and Naturopathic Doctors
- Those who were negatively impacted by chemical additives
- Politicians
- Families



Positioning



ReNutrient is the voice for those who are aware and unaware of the long-term effects that chemicals in our food will have on the US population.



Personality

Kind.

Bubbly.

Caring.

Passionate.

Focus.

Using social media like Pinterest, Instagram, and TikTok to reach young adults and families for fun, easy-to-follow recipes.



Out-of-home communication has to be more serious and attract eyes to bring awareness to the cause as well as chemicals to avoid.

Do you know what Titanium Dioxide is?
You may eat it everyday.

Its banned in Europe, so why are Americans eating it still?

Learn more at renutrient.org





ReNutrient

Assignment 2

Branding

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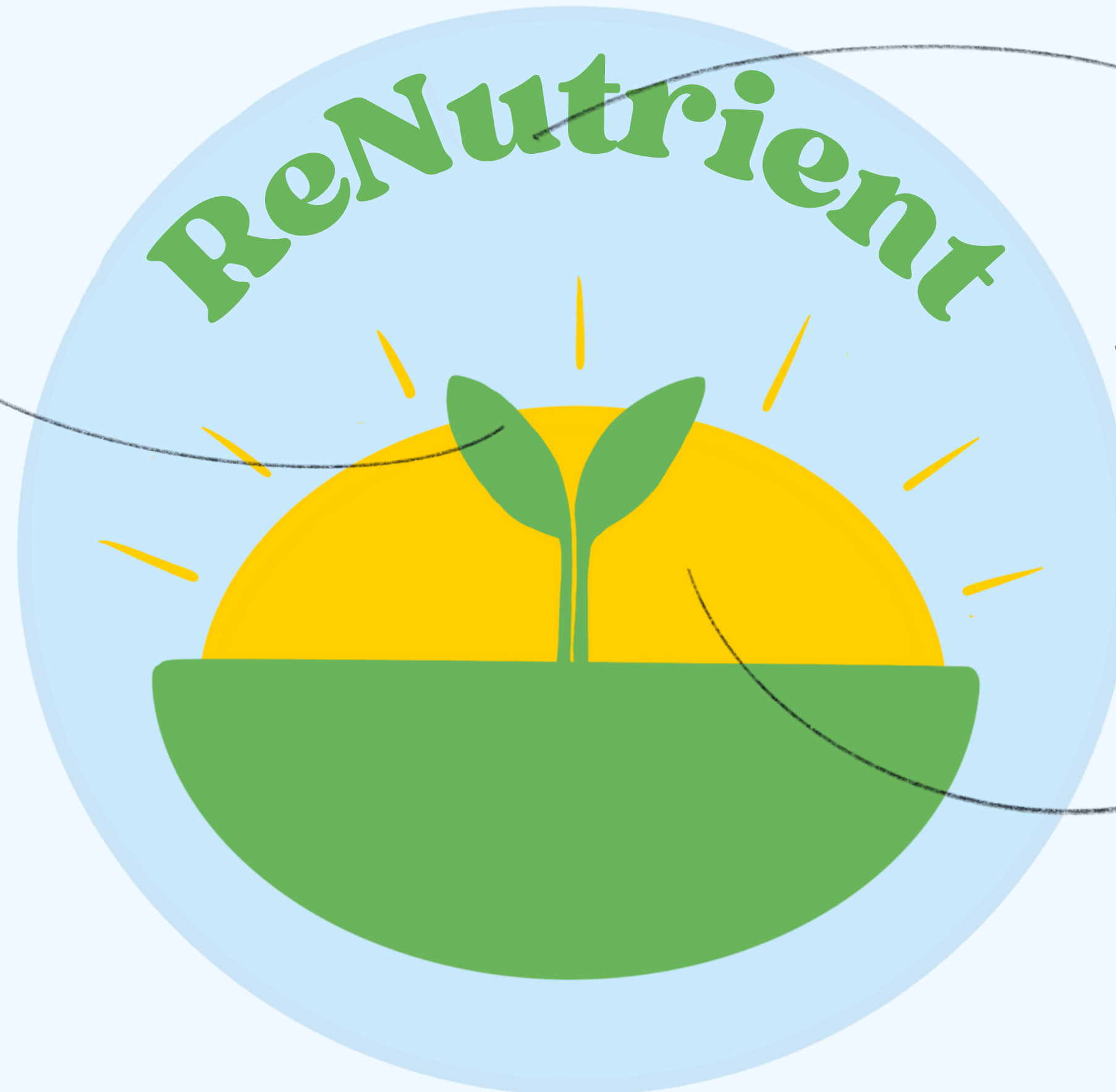
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Logo

Sprout

It symbolizes a new beginning through active change.

Sprout need attention and care to thrive and succeed.



Font

Organic font to add to the brand personality of kind and bubbly while still being clean and focused.

Sunrise

Significant to many cultures, usually associated with hope and positivity. A new day means anything can happen!

Typography

Heading:
Sergio Trendy

Text:

Garet

Can use bold or plain

Color

Primary



#FFCF00



#6AB55C



#6AB55C



#6AB55C

Secondary



#C9EAFD



#DEF9DD

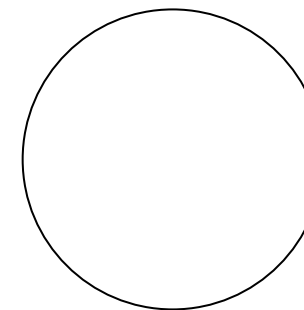


#FFF2B8



#EFF9FF

Neutral



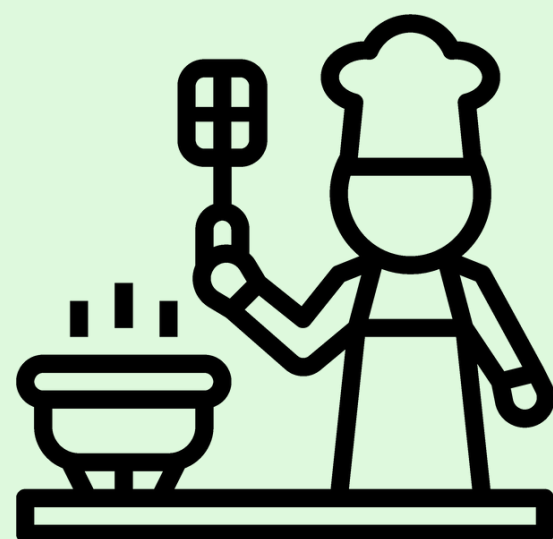
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Organization Name:

ReNutrient

Program Name:

The Nourish Project



The Cook's Kitchen



Clean Plate Club

Tag Line:

Empowering the chef within.

Key Messaging:

1. Eating fresh, whole foods can help reduce exposure to harmful chemicals and promote overall health and wellness.
2. Reading food labels and understanding ingredient lists can help individuals make informed choices about the foods they consume.
3. Cooking at home using natural and minimally processed ingredients can be a great way to reduce exposure to harmful chemicals.
4. Growing your own produce, buying organic, or supporting local farmers can provide access to fresh, chemical-free produce.
5. Encouraging family and community involvement in meal planning and preparation can promote healthy eating habits and build a sense of community.
6. Educating children and young adults about the importance of healthy eating and chemical awareness can help establish healthy habits for a lifetime.

Audience Personas

Program

Talia Murray

Age: 20

Profession: College Student

Preferred Media: TikTok,
Instagram, Snapchat, Youtube

Preferred Format: Smartphone

Motivations

- Good Health / Mental Health
- Make memories & social connections
- Intellectual Curiosity
- Career Goals

Eating Behaviors

- Opts for take out or frozen premade food over cooking
- Skipping Meals due to a busy schedule
- High level of snacking

Advocacy

Edson Barnes

Age: 45

Profession: Naturopathic Doctor

Preferred Media: Facebook, Instagram, Broadcast TV

Preferred Format: Computer & TV

Motivations

- Natural Remedies
- Health & Wellness
- Preventive Care

Eating Behaviors

- Whole Foods
- Organic / Non-GMO Food
- Mindful Eating
- Supplement & Herbs





Mood Board



ReNutrient

Assignment 3

Experiential Marketing

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TODAYS Agenda

Project Brief

Communication Calendar

In Person Channel

Print Channel

Digital Channel

Behavioral Change Tactic

Nudge for Audience Buckets

Conclusion



Empowering the Chef Within





Project Breif

Our goal is to reach college students and inspire them to participate in our programming in order to achieve a return rate of 50% of students participation. We will do this through our "Cooking for a Better World: Join Renutrient's Cook's Kitchen" campaign.



Communication Calendar

Month	College Students	Families	Health Professionals
August	College Club Fairs	Back to School Food Event	
September			Childhood Obesity Awareness Email Blast
October	Halloween Festival	Halloween Trick or Treat	Private World Food Day Event
November	Cooking for Thanksgiving Event	Cooking for Thanksgiving Video Series	
December	Finals Week Nourish Event	End of Year Appeal	End of Year Appeal





College Events

IN PERSON

Booth at Club Fair

- ◆ Allows us to introduce our organization in a neutral location.
- ◆ Tabling to distribute print collateral material.
- ◆ Allows for Face-to-face interaction with students and staff.

Partnerships with Student Organizations

- ◆ Take advantage of Student ran or university ran organizations.
- ◆ Help plan and support student focus events for Renutrient.
- ◆ Already establish community within the school, more students may be willing to participate.





Print

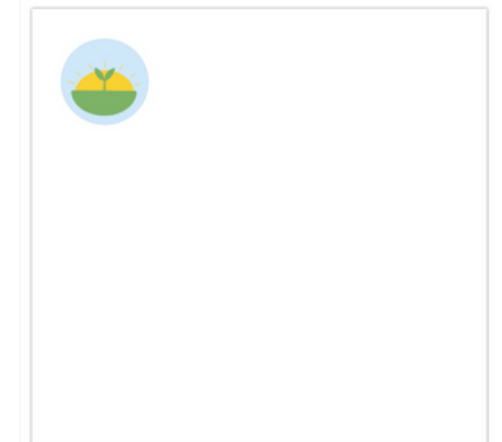
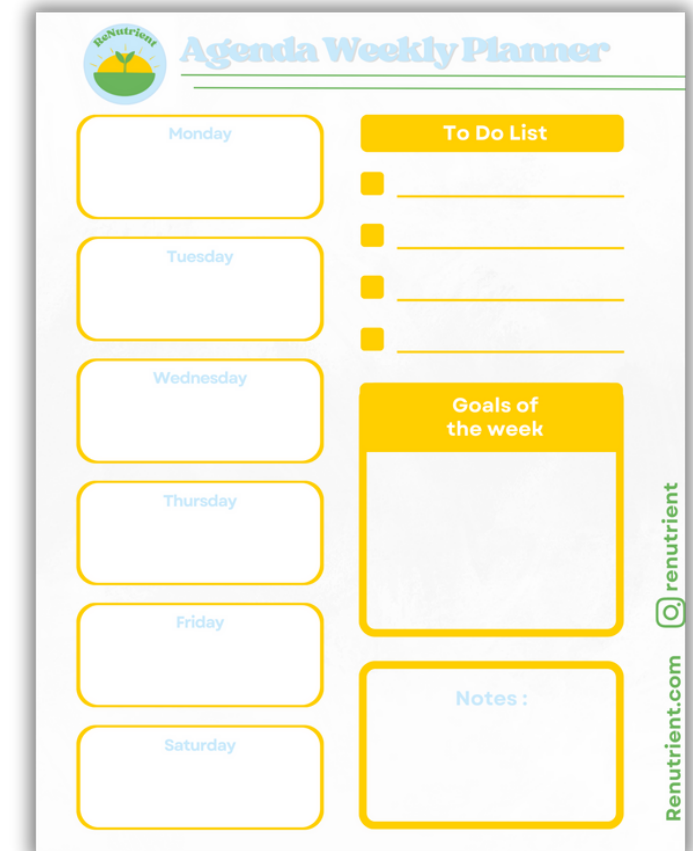


Collateral

- ◆ Useful products college students will use.
- ◆ More creative than just pens, which many students won't use as they have favorites.

Event Promotion

- ◆ Posted online and physically around the campus.
- ◆ Promote different events and programming participation.
- ◆ Must be fun, eye-catching, and represent the brand.



Digital

Website Mock-Up



[Home](#) [About](#) [Events](#) [Community](#) [Join](#) [Contact](#)

Cooking for a Better World

Join Renutrient and our Nourish Project.

[Learn More](#)



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Social Media

- ◆ Focus on 4 different social media accounts to reach college students in different ways.
- ◆ Use Pinterest to promote our recipes.
- ◆ TikTok reaches new audiences that watch content similar to Renutrient
- ◆ Twitter would announce events and do our brand engagement.
- ◆ Highest focus on Instagram to promote events and programming. Similarly to twitter would be engaging with participants.



Behavioral Tactic

How can ReNutrient create behavioral change?

When focusing on our programming audience of College students, our programs aim to create behavior change. And that these behavior changes are positive and make them more active in our nonprofit.

Exchange Theory:

We want to increase the benefit of giving their time to learn skills they will use forever.

High focus on prolonged positive health.

Goal Setting Theory:

that behaviors should be specific and clear. We want College Students to leave our programming with the goal to make dinner meals at home 4 times a week.



Nudge by Audience Bucket



Programming

- ◆ Make participation feel good
- ◆ Make participation easy and fun.
- ◆ Emphasize the benefits of participating.

Advocacy

- ◆ Making Advocacy easy by having different levels.
- ◆ Work with companies and schools to make advocacy worth it.
- ◆ Social expectation to make change and use privilege.

Fundraising

- ◆ Make donating easy, \$1 a day to create change.
- ◆ Leverage social norms
- ◆ Make giving feel good and have high engagement with these people.



Thank you!

