

# Whole Foods Market

## Overview

**Objective: By March 1, 2016, improve consumer and activists' perceptions of Whole Foods Market by promoting the organization's community efforts.**

Execution Plan: Educate activists and consumers about Whole Foods' partnership with Food for Lane County through a Whole Foods sponsored event on Thanksgiving Day.

**Tactics:**

- Donate \$4,000 worth of Whole Foods products to the Thanksgiving dinner at the Food for Lane County facility on Bailey Hill Road.
- Select five Whole Foods staff members to serve at the buffet style dinner on the evening of the event. (Cashier level staff, who are paid \$11.05 on average, but since its overtime Whole Foods will be paying these members \$14 an hour.)
- Encourage the rest of the community to get involved by donating additional food to the event and volunteering alongside the Whole Foods staff. Promote the event on Facebook and Twitter from September 1st through November 25th. In these social media posts, explain that following the store's opening, the new Whole Foods Market will be donating to the local Eugene food banks and shelters. Clearly articulate that this is a program Whole Foods has in place with all of its stores.
  - Boost Facebook posts to reach people in the Eugene area once a week in October for one day at a time and twice a week in November for one day at a time. (\$40 for four (\$10 a day) weeks in October) (\$80 for four weeks in November)).
  - Run a Twitter ad once a week promoting the event for two months.
  - Create Instagram posts promoting the event two times a week.
- Run print ads in the Register Guard promoting the event and encouraging the community to get involved.
- Provide flyers at the event explaining the store's opening date, address of the new store, and the community CSR strategies that Whole Foods Market has in place. Emphasize the fact that the new store will be donating food to local shelters each week.