

Social Good — Raleigh Community Food Bank

- Kate Kelly — Research
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Raleigh Community Food Bank Lead- Generation Website

The Challenge

In Wake County, 12% of the population—over 140,000 people—face food insecurity. Raleigh Community Food Bank is working to close this gap, but demand for volunteers, donors, and community partners is outpacing current capacity.

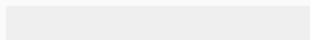
Our Solution

We've designed a lead-generation website and digital experience that turns awareness into action. Using targeted storytelling, impact statistics, and a free "Community Hunger Response Guide," we segment users into three pathways: Volunteer, Donor, or Partner—and nurture each with tailored, meaningful engagement.



What You'll See Today

- Our research findings on local food insecurity and user needs
- A complete marketing funnel: from social awareness through segmented email nurturing
- Design system and interactive prototype tested with moderated users
- Key insights and next steps to maximize community impact



01

Case Study Basics






Problem

Raleigh Community Food Bank needs more volunteers, partners, and recurring donors as community need for food assistance is outpacing current resources.

Process


- Research on local food insecurity
 - Defined personas
 - Created lead magnet concept (Community Hunger Response Guide), marketing funnel, wireframes, and tested the prototype with usability sessions.
- 



Solution

- Lead-generation website that:
 - Highlights impact statistics and local hunger context.
 - Offers a free Community Hunger Response Guide as the main lead magnet.
 - Provides clear paths for Volunteers, Donors, and Partners.

Impact

- Increase segmented leads (volunteer/donor/partner).
 - Improve trust via transparent stats and storytelling.
 - Make it easier for users to sign up, donate, or partner without confusion.
- 

02

Research Methods Used





Research Methods Used

- Secondary research on food insecurity in Wake County
- Competitor research of other food bank sites and nonprofit funnels.
- Two moderated remote usability tests with scripted tasks covering:
 - Downloading the guide.
 - Exploring volunteer, donor, and partner paths.
 - Interpreting impact stats and follow-up emails.

Research & Purpose

- Explain the scale and drivers of food insecurity in Raleigh/Wake County to ground design decisions in real data.
- Identify who is most affected to align with key user personas like volunteers and donors.
- Clarify the Raleigh Community Food Bank's role and impact so the new lead-generation website can better recruit volunteers, donors, and partners.
- Translate insights into website and guide requirements.

Research Study
Background: Food
Insecurity in Raleigh, NC

Prepared: February 2026

Prepared for: Raleigh
Community Food Bank Lead
Generation Website Strategy
Generation

1. Defining Food Insecurity

Food insecurity means limited or uncertain access to adequate, nutritious food due to economic constraints. It affects 12% of Wake County residents (over 140,000 people), with 54% above SNAP eligibility thresholds. This hidden crisis impacts working families, children, and seniors in Raleigh's growing metro area.

2. Key Statistics: Raleigh/Wake County

Metric	Statistic	Source [ID]
Wake County Overall Rate	12% (~140,000 people); 54% ineligible for SNAP	Inter-Faith Food Shuttle
Child Food Insecurity	68,000+ WCPSS students rely on free/reduced meals	Wake County reports
Regional Impact	Central/Eastern NC: 607,000+ food insecure (up 47,000 YoY)	Food Bank CENC
Statewide Context	NC: 1,627,360 food insecure (15%); 1 in 5 children	Feeding America
Wake County Investment	\$7.2M secured (2023) for food security programs	Wake.gov

Additional insights:

- 44% of affected children don't qualify for federal aid, amplifying local food bank needs.
- Rising costs exacerbate issues: 1 in 7 Triangle residents face hunger amid housing inflation.

3. Who Is Affected

- Children/students (68,000+ in Wake schools): Summer gaps hit hardest.
- Working families: Above SNAP thresholds but stretched thin.

Research Study
Background: Food
Insecurity in Raleigh, NC

Prepared: February 2026

Prepared for: Raleigh
Community Food Bank Lead
Generation Website Strategy
Generation

- Seniors/disabled: Fixed incomes vs. rising groceries/medicals.
- Communities of color/newcomers: Higher rates due to systemic barriers.

These demographics align with your personas: volunteers like Maria (community-minded educators) and donors like David (operations managers supporting local stability).

4. Role of Raleigh Community Food Bank

Your mission—bridging resources to food insecurity—directly addresses Wake's 12% rate.

- Strategy: Physical hub + volunteers for efficient distribution.
- Impact: Turns \$25 into 50 meals; every shift serves dozens.
- Gap: Demand outpaces volunteers/partners, necessitating the website for segmented leads (volunteer → donor conversion).

5. Website & Guide Implications

- Hero stats: "12% of Wake County (~140,000) food insecure" + "\$25 = 50 meals."
- Trust: Cite sources inline (e.g., Wake.gov).
- Stories: Pair stats with Raleigh family testimonials.
- Funnel: Awareness via local stats → Guide download → Segmented nurturing.

References:

- Inter-Faith Food Shuttle <https://foodshuttle.org/map-the-meal-gap-2025/>
- For Children Partners [forchildrenpartners.org https://www.instagram.com/p/DT8ISpjPau/](https://www.instagram.com/p/DT8ISpjPau/)
- Food Bank of Central & Eastern North Carolina <https://foodbankcenc.org/news/hunger-crisis-2025>
- Feeding America <https://www.feedingamerica.org/hunger-in-america/north-carolina>
- Wake County Food Security Program <https://www.wake.gov/departments-government/wake-county-food-security-program>
- Activate Good <https://activategood.org/hunger-homelessness-triangle/>

Personas

We created these personas by synthesizing secondary research on local food insecurity with our usability findings, then mapping patterns in goals, frustrations, and tech habits into two representative profiles.

This helped us design and test flows that reflect how real volunteers and donors discover the food bank, decide to get involved, and what they need to feel confident taking action.

Social Good: Group Project Community Food Bank WEB.289.0001

User Personas:

Primary Persona – Community-Minded Volunteer

Name: Maria Johnson

Age: 32

Location: Raleigh, NC

Occupation: Elementary school teacher

Household: Lives with partner, no kids yet

Background & Tech Habits

Maria is active in her community and already volunteers a few times a year at school events and neighborhood clean-ups. She uses her phone for almost everything: social media, email, calendar, and ride-sharing. She's comfortable filling out forms online but doesn't like complicated sign-up processes.

Goals & Motivations

- Find local, flexible volunteer opportunities she can fit around her teaching schedule.
- See exactly how her time helps families in her own community.
- Join a cause that aligns with her belief that food is a human right
- Potentially involve her students or colleagues in group volunteer days.

Pain Points

- Confusing websites that don't clearly explain what volunteers actually do or how physically demanding tasks are.
- Outdated information, she signs up but never hears back, or shifts are full.
- No sense of impact after she volunteers, no follow-up, no stats or stories.

Needs from the App

A clear "Volunteer" path from the home page.

- Simple shift sign-up with filters for date, role, and physical requirements.
- Short, human stories and photos that help her feel emotionally connected to the families served.
- Confirmation and reminders (email/text) plus an easy way to reschedule or cancel.
- A personal "My Impact" or "My Activity" view showing volunteer hours and events she's supported.



Social Good: Group Project Community Food Bank WEB.289.0001

Secondary Persona – Impact-Focused Recurring Donor

Name: David Chen

Age: 47

Location: Morrisville, NC

Occupation: Senior operations manager at a logistics company

Household: Married, two teenagers

Background & Tech Habits

David gives to a few charities each year and is open to setting up a recurring donation if he feels confident about where his money goes. He's comfortable using basic online tools like email and mobile banking but often gets frustrated when websites or apps feel complicated. He prefers clear buttons and instructions and sometimes asks his kids for help with new apps. David typically goes online in the evenings using his tablet and likes when things "just work" without extra steps.

Goals & Motivations

- Support a local, trustworthy organization that uses donations wisely.
- Understand exactly what his contributions accomplish (e.g., "\$25 provides 50 meals").
- Set up automatic giving once, with confidence that he can update or stop it easily.
- Feel his privacy and payment information are always secure.

Pain Points

- Confusing or cluttered donation pages with too many options.
- Vague language that doesn't show how donations make a difference.
- Complicated login or cancellation processes.
- Unclear confirmation emails or missing receipts.

Needs from the App

- A simple, step-by-step donation process with large, easy-to-understand buttons.
- Impact statements that are visual and relatable ("Every \$25 = 50 meals").
- Straightforward recurring options he can confidently manage without technical help.
- A clean layout with recognizable trust signals (secure payment badges, partner logos).
- Friendly confirmation messages and emails that clearly show where his money goes.





Key Findings to Highlight

- Free guide CTA is easy to find and use.
- Users expect clear volunteer activities, partner info, and more photos/impact visuals.
- Impact stats strongly increase trust.
- Navigation needs small tweaks.

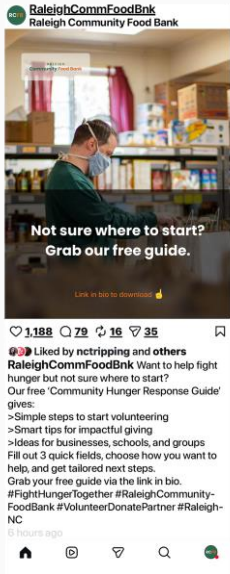
03

Social Media Campaign



Instagram

These three social media posts form a marketing funnel to build awareness and guide people into customized action paths for the Raleigh Community Food Bank.



Post 1 recruits volunteers by showing how even three hours can make a real difference. It directs users to download the Community Hunger Response Guide for more context before signing up.



Post 2 targets donors, addressing the common question of whether their gift really matters and showing how each dollar turns into real meals. It guides users to the site's donation flow, emphasizing monthly giving, transparent impact metrics (meals funded), and flexible control over contributions, again linking to the guide's "Smart Giving" section as a warm-up step.



Post 3 promotes the Community Hunger Response Guide itself as the central lead magnet and speaks to volunteers, donors, and partners at once. It is designed to capture contact information through a simple form, segment users by how they want to help, and then route them into tailored next steps, including ideas for businesses, schools, and groups to partner with the food bank.

04

Community Hunger Response Guide



Community Hunger Response Guide

The Community Hunger Response Guide is a concise, actionable resource published by the Raleigh Community Food Bank. Its purpose as a free download is to provide detailed information about the Raleigh Community Food Bank and inspire immediate anti-hunger action. It outlines ways to combat food insecurity in Wake County (affecting ~140,000 people) through volunteering, donations, and partnerships, with practical tips like shift options and impact stats. Core sections cover the local crisis stats, volunteer roles (e.g., packing meals, deliveries), smart giving (e.g., recurring donations funding 50 meals for \$25), and partner playbooks for businesses/schools.

Community Hunger Response Guide: Raleigh's Guide to Fighting Hunger Together

Published by Raleigh Community Food Bank | February 2026

Your actionable roadmap to make a difference in Wake County today.

Page 1: Why We Fight Hunger in Raleigh

Our Mission

Raleigh Community Food Bank bridges the gap between food resources and families facing food insecurity. We believe immediate hunger relief creates community-wide stability—ensuring every neighbor's nutritional needs are met.

Our Core Values

- Food is a human right: Access to nutritious food is fundamental.
- No job is too small: Every volunteer hour and donation counts.
- Respect & Privacy: Dignity for all seeking help.
- Stewardship: Resources used responsibly and transparently.
The Crisis Here at Home
- 12% of Wake County (~140,000 people) faces food insecurity; 54% earn too much for SNAP but still struggle.
- 68,000+ Wake County students rely on school meals—summer gaps hit hardest.
- Regional NC: 607,000+ food insecure (up 47,000 last year).

Maria's Story (Elementary Teacher & Volunteer)

"I saw a single mom at our school skipping meals so her kids could eat. That was my first shift packing boxes. Now I bring my class yearly."

Next: Choose your path—Volunteer (p.2), Donate (p.4), Partner (p.6).

Pages 2-3: Volunteer Action Plan

Shifts That Fit Your Life (2-4 hours)

- Pack Meals: Sort donations, build boxes (light lifting, indoor).
- Drive Deliveries: Use your car for local pantries (1-2 hours).

- Warehouse Support: Stock shelves, greet families (flexible).
- Group Days: Bring coworkers, students, faith groups (10+ people).

What to Expect Physically

Role	Standing/Walking	Lifting	Dress
Packing	80% standing	Up to 20 lbs	Closed-toe shoes
Driving	Minimal	Grocery bags	Business casual OK
Greeting	Walking	None	Comfortable

Your First Shift Checklist

- Download Raleigh Food Bank website → "Volunteer" tab
- Pick date/role (filters: time, physical level)
- Get email/text reminders
- Arrive 15 min early (address in confirmation)
- Post-shift: See your impact ("Your 3 hours = 75 meals served!")

Pro Tip: Many donors started as volunteers—experience the impact firsthand.

Pages 4-5: Smart Giving for Maximum Impact

Your Dollar → Real Meals

\$25 = 50 meals | \$10 = 20 meals | \$100 = 200 meals

What Recurring Donations Fund (Monthly)

Monthly Gift	Meals/Month	Families Fed	Stories Funded
\$25	50	10	2 kids' lunches

Community Hunger Response Guide

Monthly Gift	Meals/Month	Families Fed	Stories Funded
\$50	100	20	Weekend backpacks
\$100	200	40	Senior meal boxes

Why Monthly?

- Covers gaps year-round (summers, holidays).
- Easy to adjust/pause in website dashboard.
- Secure: PCI-compliant, no stored card data.

Quick Start: Website → "Donate" → Pick amount → "Make Recurring" → Confirm impact preview.

Pages 6-7: Partner Playbook (Businesses, Schools, Groups)

5 Ways Your Team Makes Waves

1. Employee Volunteer Days: 10+ staff = full shift (catered lunch provided).
2. Matching Gifts: Double employee donations instantly.
3. Food Drives: We supply bins + pickup.
4. Sponsorships: Fund a distribution event (\$500-\$5K).
5. Awareness Campaigns: Share our stats on your channels.

ROI for Your Brand

- 68,000+ Wake kids need support.
- Align with community values (92% consumers prefer purpose-driven companies).
- Photo ops + impact reports for social proof.

Sample Success: "Tech firm X brought 25 employees—packed 1,000 meals, matched \$2K in gifts."

Get Started: Website → "Partner" → Contact form → Team assigned within 48 hours.

Page 8: Your First 24 Hours Checklist

Hour 0: Download Guide → Choose your role below.

Volunteers

- Website: Browse shifts → Sign up
- Inbox: Confirmation + prep guide
- Day-of: Check in, serve, see impact stats
- Post-shift: "Invite your group" prompt

Donors

- Website: Pick amount → One-click recurring
- Inbox: Receipt + "Your 50 meals funded!"
- Dashboard: Pause/adjust anytime
- Monthly: Impact update emails

Partners

- Website: Submit group interest
- Inbox: Dedicated rep + event options
- 48 hrs: Schedule call
- Ongoing: Co-branded impact reports

Thank You for Standing with Raleigh!
Raleigh Community Food Bank | 919-555-1212 | raleighcommfoodbank.org
Together, we turn awareness into action. Start today.

[QR code: Direct to website] [Partner logos: Wake County, Feeding America]

References:

- Inter-Faith Food Shuttle <https://foodshuttle.org/map-the-meal-gap-2025/>

- For Children Partners forchildrenpartners.org
<https://www.instagram.com/p/DTfBISoPau/>
- Food Bank of Central & Eastern North Carolina
<https://foodbankcenc.org/news/hunger-crisis-2025>
- Feeding America <https://www.feedingamerica.org/hunger-in-america/north-carolina>
- Wake County Food Security Program <https://www.wake.gov/departments-government/wake-county-food-security-program>
- Activate Good <https://activategood.org/hunger-homelessness-triangle/>

05

Nurturing Email Mockups



Email Mockups

- **Donor Autoresponder**
- **Subject:** “Your Support Makes All The Difference!”
- Triggered when a user selects “Donor” on the lead capture form. It thanks them for downloading the guide, shares Wake County food insecurity stats, and drives them to the donation page with a “Make an Impact” CTA button.



Your Community Hunger Response Guide is attached to this email.

[Click Here to Access Your Guide!](#)

Subject: Your Support Makes All The Difference!

Hi David,

Thank you for downloading our Community Hunger Response Guide and for your interest in standing with Raleigh Community Food Bank. Your willingness to learn more is the first step toward real change for families in our community.

Hunger is something we often imagine miles away, but the truth is, it's much closer than you think. In Wake County, 126,110 people, or 11.1% of the population, are food insecure. (Wake.gov). At Raleigh Community Food Bank, we work alongside various local organizations and individuals to help ensure our neighbors don't go without a meal. Your support helps us turn financial gifts into stocked shelves, warm meals, and peace of mind for families who might otherwise go without.

This guide was created to show you practical, immediate ways your generosity can fight hunger, whether through a one-time gift, a recurring monthly donation, or sharing our mission with others. Every contribution, big or small, strengthens the safety net that keeps our community secure. Make an immediate impact today by supporting Raleigh Community Food Bank.

[Make an Impact](#)

Thank you for your Support!

- The Raleigh Community Food Bank Team

Raleigh Community Food Bank - Raleigh, NC

[Unsubscribe](#) - [Manage Preferences](#)

Email Mockups

- **Volunteer Autoresponder**
- **Subject:** “You're Exactly Who We Need!”
- Triggered when a user selects “Volunteer.” It thanks them, explains how shifts work, and encourages them to sign up for their first shift. CTA: “Become a Volunteer.”



Your Community Hunger Response Guide is attached to this email.

[Click Here to Access Your Guide!](#)

Subject: You're Exactly Who We Need!

Hi Maria,

Thank you for downloading our Community Hunger Response Guide and for raising your hand to learn more about volunteering with Raleigh Community Food Bank. Your willingness to show up for your neighbors is exactly what makes our work possible.

Hunger affects families right here in our community, but volunteers like you help turn empty shelves into full plates and worry into relief. Every hour you give, sorting donations, packing boxes, or helping at distributions, directly supports families who might otherwise go without a meal.

This guide will walk you through what to expect, how shifts work, and simple ways to get involved right away so you can feel confident and prepared to make a real difference. Ready to take the next step and serve with us?

[Become a Volunteer](#)

Thank you for your Support!

- The Raleigh Community Food Bank Team

Raleigh Community Food Bank - Raleigh, NC

[Unsubscribe](#) - [Manage Preferences](#)

Email Mockups

- **Partner Autoresponder**
- **Subject:** “Together We Can Do Great Things!”
- Triggered for the “Partner” path. Highlights how organizations can expand reach through volunteer days, matching gifts, and food drives. CTA: “Explore Partnership.”



Your Community Hunger Response Guide is attached to this email.

[Click Here to Access Your Guide!](#)

Subject: Together We Can Do Great Things!

Hi Sarah,

Thank you for downloading our Community Hunger Response Guide and for exploring how your organization can stand with Raleigh Community Food Bank. Your interest in partnership is a powerful first step toward meaningful, local impact. When organizations like yours partner with us, we can expand our reach, open more distribution opportunities, and connect more families with access to nutritious food. From employee volunteer days to matching gifts and sponsored food drives, your support helps build a stronger, more resilient Raleigh.

As you explore the Community Hunger Response Guide, you'll find practical ways your team can get involved, create measurable impact, and align your brand with a cause that matters to our neighbors every day.

Ready to explore what a partnership could look like?

[Explore Partnership](#)

Thank you for your Support!

- The Raleigh Community Food Bank Team

Raleigh Community Food Bank - Raleigh, NC
[Unsubscribe](#) - [Manage Preferences](#)

Email Mockups

- **Donation Confirmation Email**
- **Subject:** “Thank You for Your \$25 Donation!”
- •Sent after a completed payment. Confirms \$25 monthly donation, reinforces the impact (50 meals funded), and thanks the donor. CTA: “Visit Our Website.” Kept separate from the Donor autoresponder so users aren’t confused.



Subject: Thank You for Your \$25 Donation!

Hi David,

Thank you for your generous monthly donation of \$25 to Raleigh Community Food Bank! Your gift will provide 50 meals to families facing food insecurity right here in Wake County.

Every contribution, big or small, strengthens the safety net that keeps our community secure. Your support helps us turn financial gifts into stocked shelves, warm meals, and peace of mind for families who might otherwise go without.

We couldn't do this without donors like you. Together, we're bridging the gap between food resources and the families who need them most.

[Continue Exploring](#)

Thank you for your Support!

- The Raleigh Community Food Bank Team

Raleigh Community Food Bank - Raleigh, NC


[Unsubscribe](#) - [Manage Preferences](#)



Email Mockups



Email Design Decisions

- **On-brand visual header:** Each email opens with a hero image featuring a real volunteer and the RCFB wordmark logo to immediately build trust and recognition.
 - **Segmented messaging:** Each path (Donor, Volunteer, Partner) gets a tailored email, same brand voice, different CTA and content, so no user receives a generic message.
 - **Guide access:** Each autoresponder includes a “Preview Your Guide, Click Here!” link above the fold so users can immediately access what they signed up for.
 - **Accessible color contrast:** Dark body text (#333333) on white backgrounds. Orange CTAs (#DD6A21) meet WCAG AA contrast against white.
- 

06

Design System Snapshot



Design System Snapshot

Color Palette



#2D6A4F
Primary / Headers



#40916C
Secondary / Hover



#D06A21
Accent / CTAs



#FEFAE0
Backgrounds



#FFFFFF
Cards / Sections



#333333
Body Text

Typography

Lorem Ipsum Dolor

H1 - Poppins Bold, 48px

Consectetur Adipiscing

H2 - Poppins SemiBold, 36px

Sed Do Eiusmod Tempor

H3 - Poppins SemiBold, 24px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body - Inter Regular, 16px

Wordmark

RALEIGH
Community Food Bank

Buttons

Donate Now

Volunteer

Learn More

Instagram Logo



The Design System Snapshot gives a quick, at-a-glance view of how the Raleigh Community Food Bank experience should look and feel. It shows the core color palette alongside a modern type stack, Poppins for headings and Inter for body copy, so everything stays clear and approachable. Also included are key UI pieces, buttons, making it easy for the team to reuse them across the site, social posts, and emails. All together, these elements help keep the product cohesive, on-brand, and accessible as we move from wireframes into polished, high-fidelity screens.

07

Customer Journey, Testing & Iteration



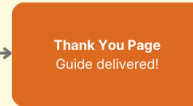
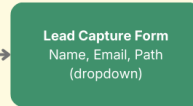
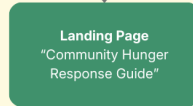
User Flow

Raleigh Community Food Bank - Lead-Generation User Flow

AWARENESS

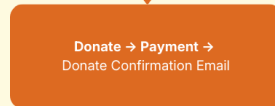
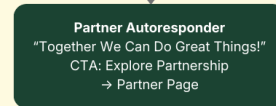
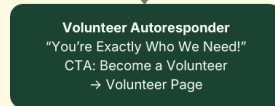
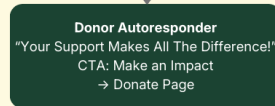


INTEREST



ACTION

CONVERSION



Donor path through full checkout flow (unique to this path)

Script

This script guides a moderated usability study for the Raleigh Community Food Bank app prototype with 2 participants.

Key Goals:

- Assess task success rates, navigation clarity, trust, and friction points across volunteer, donor, and partner flows.
- Gather think-aloud feedback on core tasks like downloading the Community Hunger Response Guide, signing up to volunteer, setting recurring donations, and exploring partnerships.

Moderator Script: Raleigh Community Food Bank App Usability Study

Platform: Teams meeting

Participants: 2 classmates from WEB 289 0001

Goals: Assess task success rates, navigation clarity, trust/emotional engagement, and friction points for key flows.

1. Welcome & Rapport

Hi [Participant Name], thank you for joining! I'm [Your Name], and I'll be walking you through this session. I'm testing the Raleigh Community Food Bank app design, not you—there are no right or wrong answers. I'm interested in how easy or difficult it feels to use, and what we should improve before it's built. I appreciate you helping with this study.

A few quick notes:

I ask that you to "think out loud" as you go, so I can understand what you're looking for or expecting.

If you get stuck, that's actually helpful for us to see. Feel free to say exactly what you're thinking, even if it's negative.

We'd like to record the session for our team's review only; nothing will be shared publicly. Do you give us permission to record the session?

Thank you.

Do you have any questions before we start?

Great—let's begin with a few quick background questions.

Background Probes:

Before we begin, can you tell me a little about yourself, like your age, where you live, and what you do.

Tell me about your experience with local volunteering or donating: Do you volunteer regularly? Who have you volunteered with or donated to? How do you prefer to donate to an organization?

On a scale of 1–5, how comfortable are you with mobile apps for signing up or giving? Why? Thank you—that's helpful context.

2. Prototype Introduction

Here's the app prototype. It's designed to help people like you find volunteer shifts, donate easily, or explore partnerships with Raleigh Community Food Bank. Scroll down the landing page to familiarize yourself with it.

Think-Aloud Reminder: "As you explore, please say out loud what you're thinking, what you're looking for, and any confusion."

Follow-up Probe: Was there anything you expected to see here that you didn't? Anything that seemed out of place or needed to be expanded on?

3. Core Tasks

[Present one task at a time. Do not guide or lead. Use probes only if stuck >15 seconds.]

Task #1

Scenario: You're browsing in the evening and see our social post about local hunger. You want to learn more so you click on the link to open our app. Find and download the free "Community Hunger Response Guide."

Follow-up Probes:

What made you choose that path? How was the sign-up process? What would you expect next? On a scale of 1–5 (1=very difficult, 5=very easy), how was that? Why? What worked well? What frustrated you?

Task #2 (Volunteer Path), You have 3 hours free next Saturday and want to sign up to volunteer. Find an opportunity and sign up.

Follow-up Probes:

What info helped you decide what to volunteer for? How clear were the steps? On a scale of 1–5 (1=very difficult, 5=very easy), how was that? Why? What worked well? What frustrated you?

Task #3 (Donor Path), You want to set up a \$25 monthly recurring donation to fund 50 meals. After signing up, go back and adjust or cancel your donation.

Follow-up Probes:

What built your confidence (or hesitation) in donating? How clear was the process to adjust/cancel? What are your thoughts on the impact stats/stories?

On a scale of 1–5 (1=very difficult, 5=very easy), how was that? Why? What worked well? What frustrated you?

Task #4 (Partner Path), Your workplace wants to organize an employee volunteer day or food drive. Explore partnership options and note next steps.

Follow-up Probes:

What stood out to you about the partnership options for a workplace or organization like yours? What would make you follow up?

On a scale of 1–5 (1=very difficult, 5=very easy), how was that? Why? What worked well? What frustrated you?

4. Overall Debrief

Great job! Now thinking about the app as a whole:

What was your first impression of the homepage? Was anything confusing, unexpected, or missing?

Did impact stats/stories build trust? Why/why not?

How likely (1–10, 1 being not likely and 10 being very likely) would you be to actually volunteer/donate/partner after using this?

Any other feedback on clarity or ease?

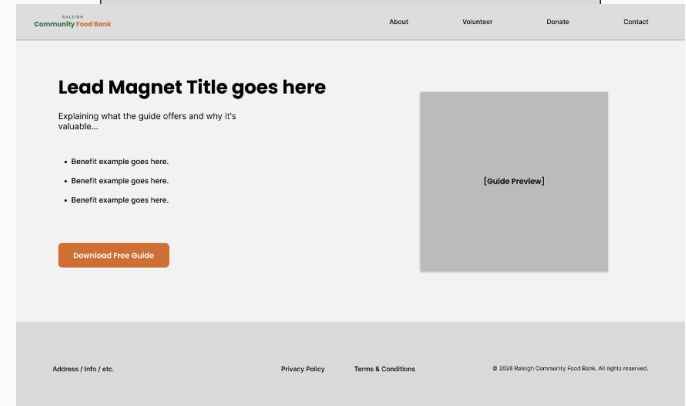
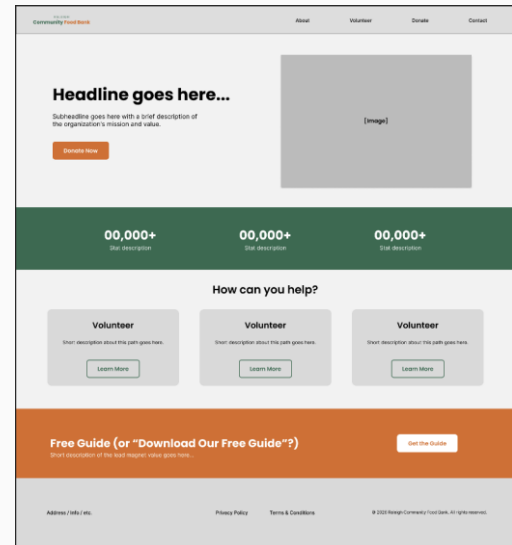
Testing & Iteration

Usability Testing Approach:

- Conducted **2 moderated usability tests** asking users to talk through their processes and thoughts.
- Evaluated the **full user conversion funnel** from awareness to action

Key Findings:

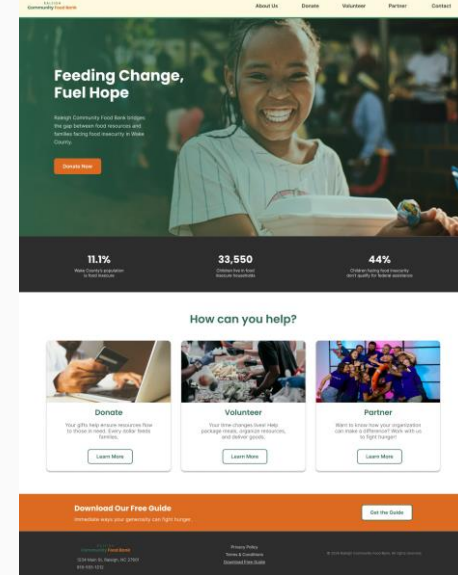
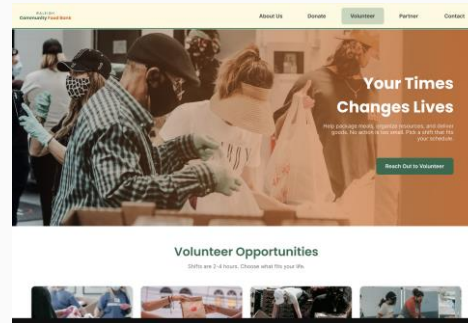
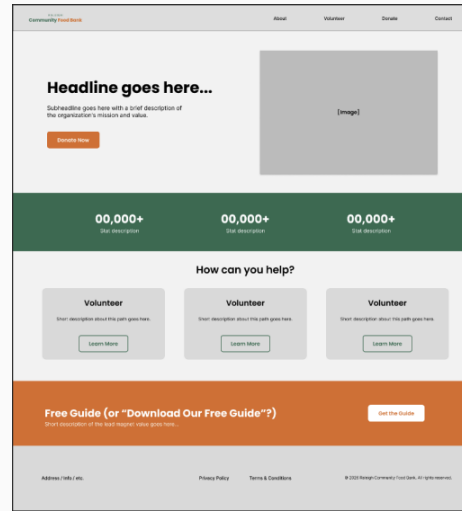
- Participants successfully completed **all core tasks**
- CTA's were **clear and easy to identify**
- Minor navigation issues were identified for mid fidelity iteration.



Key Changes made

Design Iterations:

- Added “Partner” to main navigation
- Added hover states for clarity in navigation
- Improved color contrast of menu area
- Added real volunteer imagery (making images larger than previous space claim)
- Clarified guide access in follow-up email




08

Accessibility Considerations





Accessibility Considerations

- WCAG-aligned color contrast between text and backgrounds.
 - Large button hit areas and clear CTAs.
 - Semantic headings (H1–H3) and clear hierarchy.
 - Alt text for all key images (especially stats and stories).
 - Forms: clear labels, error messages, and logical tab order.
- 

09

Lead- Generation Funnel





Lead-Generation Funnel




Awareness

- Introduce mission via social media, community partners, local events, and SEO content.
- Help neighbors learn who we are and why hunger relief matters locally.

Interest & Consideration

- Share impact stories, volunteer opportunities, and donation breakdowns.
- Use website content to build emotional connection and inform.

Action & Conversion

- Simplify sign-ups for volunteer shifts, recurring donations, and/or food drives.
 - Clear CTAs, streamlined forms, and follow-up emails reinforce impact.
- 

10

Impact & Next Steps



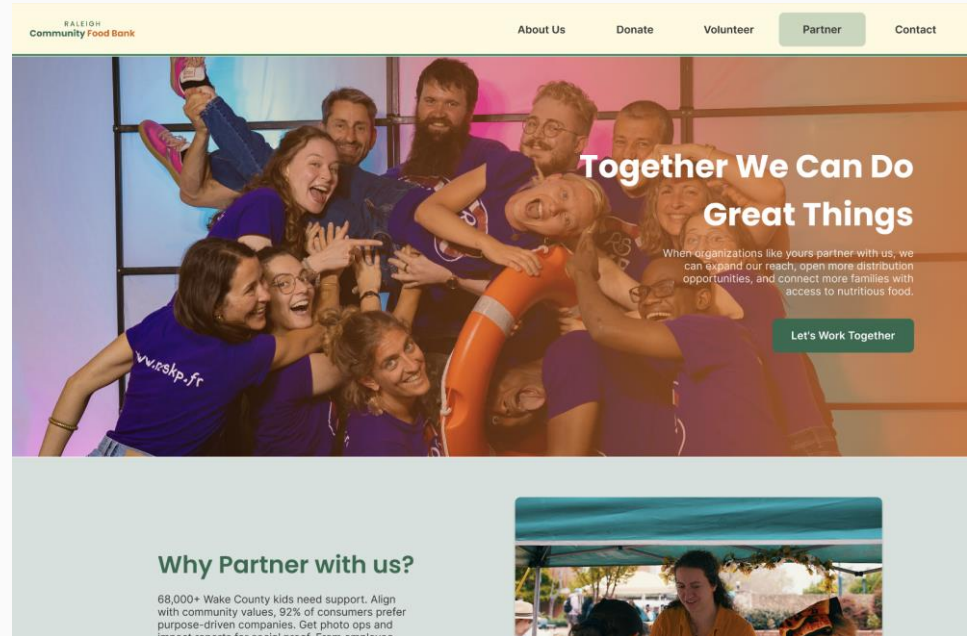
Impact & Next Steps

Impact:

- Moves users from awareness to action
- Supports clearer donation, volunteer, and partnership pathways

Next Steps:

- Expand usability testing with broader audiences
- Implement analytics to track funnel performance



11

Team Roles & Contributions



Team Roles & Contributions

- **Kate Kelly – Lead Researcher & Content**
Research plan, secondary research, personas, social media post copy and layouts, autoresponder copy, usability script, Community Hunger Response Guide content, funnel mapping.
- **Carla Reyes – Lead Designer**
Visual identity, design system, wireframes, high-fidelity screens, autoresponder design, social media images, prototype interactions.
- **Taliya Lewis – Lead Tester & Documenter**
Problem framing, administered user testing sessions, note-taking, synthesized insights, autoresponder copy, prototype copy, testing slides, and next-steps recommendations.

12

Thank you





Thank you

Thank you for watching our presentation on the Raleigh Community Food Bank lead-generation project.

We hope it showed how thoughtful design and research can turn awareness into real community action.



13

Citations



Citations

- Inter-Faith Food Shuttle <https://foodshuttle.org/map-the-meal-gap-2025/>
- For Children Partners forchildrenpartners.org <https://www.instagram.com/p/DTf8lSpjPau/>
- Food Bank of Central & Eastern North Carolina <https://foodbankcenc.org/news/hunger-crisis-2025>
- Food Bank of Central & Eastern North Carolina <https://foodbankcenc.org/hunger-impact/county/wake>
- Feeding America <https://map.feedingamerica.org/county/2018/child/north-carolina/organization/inter-faith-food-shuttle>
- Feeding America <https://www.feedingamerica.org/hunger-in-america/north-carolina>
- Feeding America <https://www.feedingamerica.org/home?r=n&o=b>
- Wake County Food Security Program <https://www.wake.gov/departments-government/wake-county-food-security-program>
- Activate Good <https://activategood.org/hunger-homelessness-triangle/>
- Photo for Instagram, people loading boxes, by RDNE Stock project on Pexels. Link: <https://www.pexels.com/photo/men-standing-beside-vehicle-door-holding-a-cardboard-box-6646874/>
- Photo for Instagram, credit card and laptop, by Kindel Media on Pexels. Link: <https://www.pexels.com/photo/person-holding-credit-card-doing-online-shopping-6995252/>
- Photo for Instagram, organizing a food pantry, by Aaron Doucett on Unsplash. Link: https://unsplash.com/photos/woman-in-green-long-sleeve-shirt-standing-in-front-of-clear-glass-jars-Hkbel_xOJlqk
- Photos in presentation are from PowerPoint's stock images.

Citations (Prototype)

- Photo, people organizing bags, by Joel Muniz (joelmuniz) on Unsplash. Link: https://unsplash.com/photos/people-standing-in-front-of-brown-cardboard-boxes-y3ZY6qFln_g
- Photo, people sorting canned food volunteers, by Joel Muniz (joelmuniz) on Unsplash. Link: <https://unsplash.com/photos/man-in-black-t-shirt-holding-coca-cola-bottle-3k3l2brxmwQ>
- Photo, person with credit card and laptop, by Rupixen (rupixen) on Unsplash. Link: <https://unsplash.com/photos/person-using-laptop-computer-holding-card-Q59HmzK38eQ>
- Photo, team smiling, by Jametlene Reskp (reskp) on Unsplash. Link: <https://unsplash.com/photos/group-of-people-happily-posing-for-a-photo-MlZQWT-n8fk>
- Photo, person looking at a tablet, by Sushmita Nag (sushmitanag) on Unsplash. Link: <https://unsplash.com/photos/a-person-holding-a-book-3NtMpcAkwQc>
- Photo, volunteer smiling, by Jarred Ray (jarredray) on Unsplash. Link: <https://unsplash.com/photos/woman-in-blue-v-neck-shirt-smiling-ZLnFhd14VZE>
- Photo, food bank donations, by Chuttersnap (chuttersnap) on Unsplash. Link: <https://unsplash.com/photos/pile-of-cardboard-boxes-7eQIPra81zQ>

Citations (Prototype)

- Photo, team photo, by Amistad Cristiana (amistadcristiana) on Unsplash. Link: https://unsplash.com/photos/a-couple-of-women-standing-next-to-each-other-COCu1eT_Sdk
- Photo, people receiving food donations, by Melanie Lim (melanielim) on Unsplash. Link: <https://unsplash.com/photos/man-in-black-crew-neck-t-shirt-and-gray-shorts-standing-beside-man-in-white-t-SkMBbB9gjQc>
- Photo, volunteers packing meal boxes, by Joel Muniz (jmuniz) on Unsplash. Link: <https://unsplash.com/photos/person-in-blue-crew-neck-t-shirt-holding-white-plastic-bag-qvzjG2pF4bE>
- Photo, people organizing boxes, by Joel Muniz (jmuniz) on Unsplash. Link: <https://unsplash.com/photos/man-in-white-t-shirt-and-white-pants-holding-black-and-white-box-BInpElo7cIE>
- Photo, person doing delivery, by Eriel Ezequiel Reyes Saviñon (erielreyes) on Unsplash. Link: https://unsplash.com/photos/a-couple-of-people-that-are-holding-a-brown-bag-B3_ghzzyRxA
- Photo, food drive event tent, by Ismael Paramo (ismaelparamo) on Unsplash. Link: <https://unsplash.com/photos/man-in-red-t-shirt-holding-white-plastic-bottle-Cns0h4ypRyA>

Citations (Prototype)

- Photo, food pantry shelves, by Jacob McGowin (jacobmcgowin) on Unsplash. Link: https://unsplash.com/photos/a-large-metal-shelf-filled-with-lots-of-food-Rf_zWox76sM
- Photo, team smiling, by Jametlene Reskp (reskp) on Unsplash. Link: <https://unsplash.com/photos/group-of-people-happily-posing-for-a-photo-MlzQWT-n8fk>
- Photo, girl talking to another person in event, by Leiada Krozjhen (leidakrozjhen) on Unsplash. Link: <https://unsplash.com/photos/a-woman-assists-people-at-a-public-event-r9FKT1446C8>
- Photo, smiling girl with food container, by Michael Ali (michaeljfalli) on Unsplash. Link: <https://unsplash.com/photos/a-young-girl-smiles-as-she-holds-a-bowl-of-food-dMmZ4jSsjJM>
- Photo, hands with a sign that says make a change, by Katt Yukawa (kattiyukawa) on Unsplash. Link: <https://unsplash.com/photos/person-showing-both-hands-with-make-a-change-note-and-coins-K0E6E0a0R3A>
- Photo, person receiving bag of donations, by Claudia Raya (claudiaraya) on Unsplash. Link: <https://unsplash.com/photos/two-men-wearing-masks-and-holding-a-bag-of-food-yvamSKr8wBA>