Feeding America is the nation's largest domestic hunger relief organization. Comprised of more than 200 food banks and 61,000 food pantries, soup kitchens, and shelters, Feeding America provides more than 3.3 billion meals annually to virtually every community in all 50 states and Puerto Rico.

New Website Design Fulfills Feeding America’s Digital Goals

In today’s digital world, it’s important that companies are able to meet their customers where they are—which means online via their phones and tablets. The same is true for nonprofits like Feeding America looking to connect with supporters. With this in mind, the Digital Engagement Team at the organization looked to transform its hard-to-manage, outdated website into a mobile-friendly digital hub.

Knowing that the website redesign would be a large job, Feeding America took the opportunity to develop a list of ambitious goals for its new web presence. The website needed to grow from a communications channel to a true engagement platform—funneling visitors from awareness through engagement and ultimately converting them to advocates and donors. It also needed to remain a critical resource for those seeking resources in their area. But the most important goal was to create a fundraising engine to fuel unrestricted revenue for the organization and connect awareness and engagement to giving.

“Blackbaud has the ability to understand our brand and our desires and reflect that back to us in a beautiful and creative way. We are continually pleased with the Blackbaud Team and love the technical business translation they bring.”

—Liz Nielsen, Acting SVP of Direct Marketing and Digital Engagement

Feeding America is powered by

➤ Luminate Online™
➤ TeamRaiser®
➤ Blackbaud Merchant Services™
➤ Luminate CMS
➤ Blackbaud Analytics

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Feeding America was already using Blackbaud solutions and felt confident expanding to use the Luminate Content Management System and working with the Blackbaud Team to develop a modern, responsive, and enjoyable site and user experience. So, keeping the list of goals in mind, the organization looked to Blackbaud to help tell its story and impact in a creative, compelling way.

By working closely with Blackbaud’s User Experience and Design Team, Feeding America developed a fully responsive website that delivers a customized experience to its users based on their prior actions and engagement with the organization. With clear pathways to donate, advocate, share personal stories, and learn about the issue of hunger, visitors have a better online experience. And, with interactive features like a food bank locator, those in need of resources can find their closest food bank and volunteers can get connected with food banks in the network.

In addition to the new website design, Luminate CMS helps keep online content fresh, relevant, and tightly integrated. Previously, web page updates were handled by one person, making it difficult to keep pages exciting and effective. Now, there’s a distributed content creation process that allows network food banks to submit localized content like client stories and job postings. Plus, Feeding America can track key engagements, which means the team is able to determine what visitors are interested in and serve up more appropriate and targeted content. Insight like this helps drive strategic decisions and influences key engagement pathways, stewardship, and conversions.

In the year following the website launch, Feeding America’s email conversion rate grew nearly 250 percent, ensuring an increased pool of new prospective donors in the future. In addition, with continued investment and focus on its digital program, the organization raised $9.3 million in 2016, with more than 33% of online revenue composed of monthly sustaining gifts. Online revenue now makes up more than one third of overall direct marketing revenue (mail, telemarketing, and online).

Feeding America’s new website does more than bring in revenue; it offers compelling engagement opportunities of all kinds. It’s now easier for families in need to find local resources, for advocates to take action, for supporters to make meaningful contributions, for everyone to learn about hunger issues, for network food banks to contribute local content, and for Feeding America to share its story.