

Meals on Wheels Volunteer Recruitment: "America, Let's Do Lunch™"

Campaign sponsor: Meals on Wheels America
Volunteer advertising agency: Anomaly

BACKGROUND:

Meals on Wheels is a national, community-based network dedicated to addressing the issues of senior hunger and isolation so that millions of older Americans can remain independent in their own homes. Every day, staff and volunteers collectively deliver 1 million nutritious meals, along with friendly visits and safety checks, reaching more than 2.4 million vulnerable seniors every year who are confronted with hunger, isolation and declining quality of life. Currently, more than 10 million seniors (1 in 6) face the threat of hunger and over 15 million are living alone in isolation. With the senior population projected to double by 2050, these numbers are only going to grow.

The army of 2 million volunteers is the backbone of Meals on Wheels programs across the country. As the number of seniors in need grows, and the current base of volunteers becomes too old to help, Meals on Wheels needs to recruit a new wave of volunteers.

To tackle this issue, Meals on Wheels America, The Ad Council, and Anomaly have partnered to help ensure Meals on Wheels has a new influx of dedicated volunteers who will continue to reach in-need seniors in the decades ahead.

CAMPAIGN OBJECTIVE:

Inspire a new wave of Meals on Wheels volunteers by reframing perceptions of both the elderly and the volunteer experience.

TARGET AUDIENCE:

"Doers who care," the 56 million Americans who live busy lives and, despite their packed schedules, make time for giving back through community involvement.

The campaign has a dual target audience:

- Adults 45+, who make up the majority of Meals on Wheels' current volunteer base and have the greatest brand awareness.
- Adults 18-44 (with an emphasis on millennials, 18-34), in order to increase brand relevance and lay the foundational awareness for future volunteer recruitment among a new generation.



DID YOU KNOW?

- 18.4 million seniors live in or near poverty, and 14.4 million (1 in 3) experience falls each year.
- By delivering a daily nutritious meal, a friendly visit, and a safety check, Meals on Wheels volunteers are helping to combat three of aging's most harmful threats: inadequate nutrition, isolation, and declining quality of life.
- Meals on Wheels is a network made up of more than 5,000 local, community-based programs working to deliver nutritious meals and companionship to seniors.