

Nonprofit Digital Marketing: A Case Study on Asian Pacific Islander Forward Movement



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I. Introduction

For nonprofits, digital media marketing is a low-cost, strategic approach to spreading awareness, engaging with constituents, and connecting with donors.

Digital media marketing encompasses all marketing efforts on the internet, including social media marketing, email marketing, and digital public relations. These channels serve as an important tool for nonprofits to send and post updates, messages, and announcements.

Asian Pacific Islander Forward Movement (APIFM), a community-based public health nonprofit in Los Angeles, CA, was established to address the obesity epidemic within the Asian Pacific Islander (API) communities. The organization wanted to advocate for those who were overlooked by Eurocentric governmental health policies. Today, the nonprofit has broadened its focus to address community health and environmental justice issues within low-income neighborhoods in LA.

To do this, APIFM utilizes its digital media platforms to post healthy API-inspired recipes, multilingual helplines, census reminders, and workshop promotions.

The nonprofit also sends out monthly e-newsletters with health infographics and virtual workshops to its community members, a type of communication standard during the COVID-19 pandemic. For APIFM, social media marketing and media relations play a vital role in promoting grassroots organizing and maximizing impact, both online and across the API diaspora.



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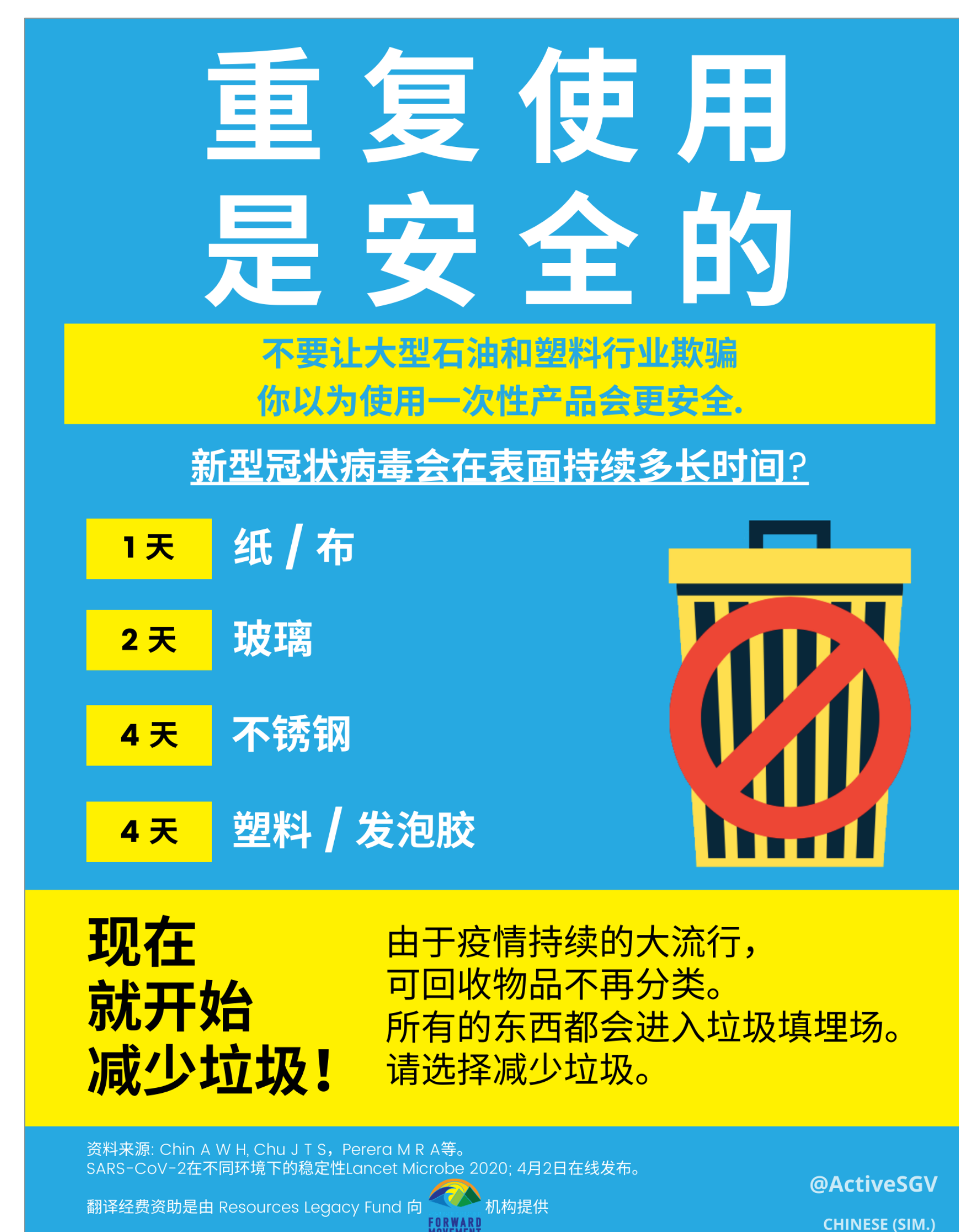
II. Methods

To maximize outreach, the nonprofit leverages interactive content and strong visuals, which are often translated into Chinese, Japanese, Korean, Tagalog, and Vietnamese. APIFM also networks with journalists to attain press coverage and reach more constituents.

For 10 weeks, I worked as a Communications intern designing flyers, creating social media posts, and drafting e-newsletters and press releases.

My projects focused on nutrients of public health concern and ways to reduce carbon emissions and waste. To support other campaigns, I performed minor Chinese and Spanish translating tasks, wrote copy content and blog posts, and created 2020 Census reminder car magnets.

Figure 1. "Reusables Are Safe!" Flyer in Chinese.



III. Results

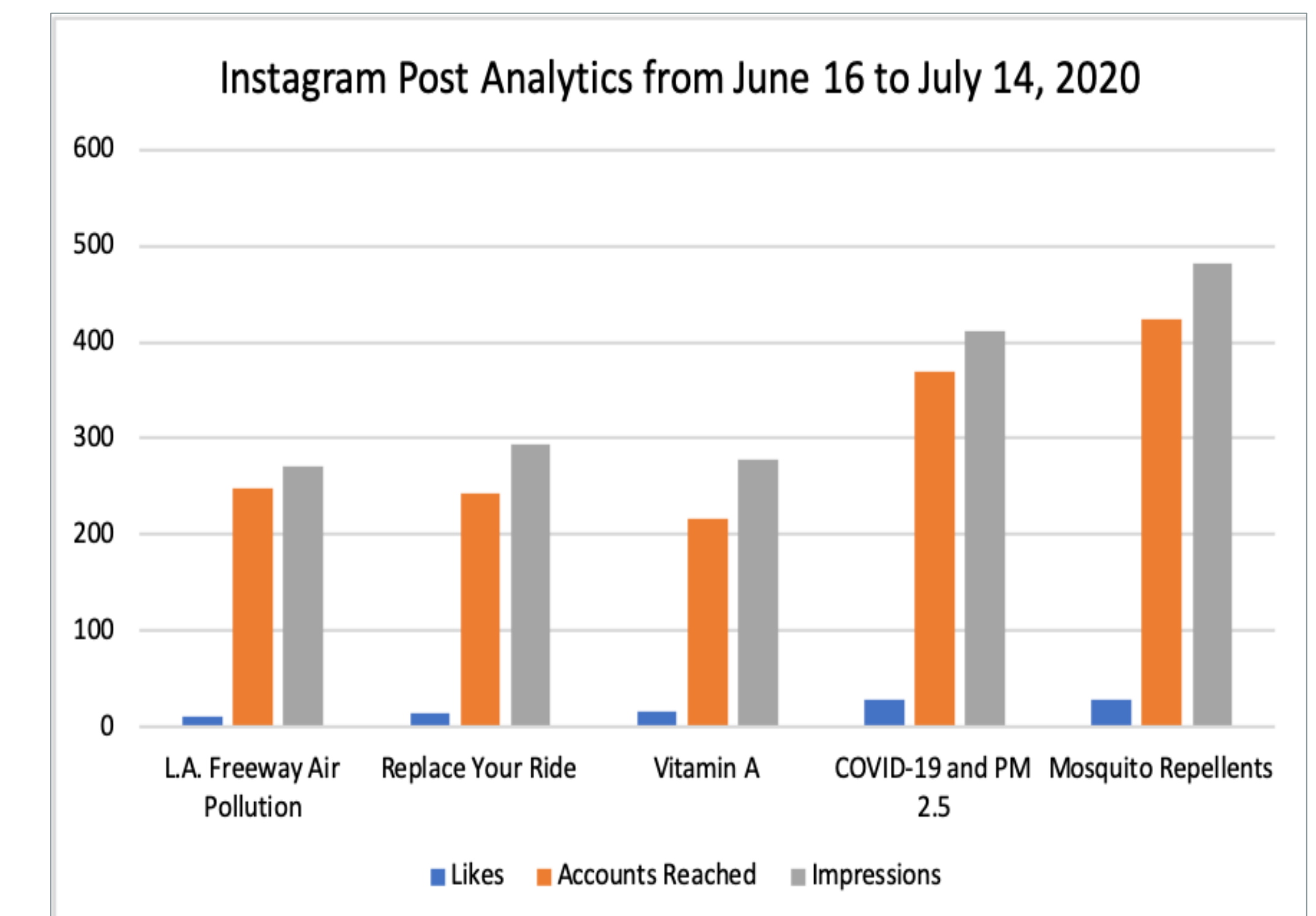
I helped design a "Reusables Are Safe!" flyer, which was translated into 6 other languages (Figure 1). The flyer reminds residents that reusables can still be used during the pandemic and encourages the reduction of waste. I also created the "Nutrient of the Month" campaign: 12 posts detailing nutrients and their benefits. These posts educate the community on how to lead healthier lifestyles.

Towards the end of my internship, I wrote a press release to spread awareness about APIFM's #FeedtheFam fundraiser, led by APIFM's Food Roots program (Figure 2). Food Roots delivers fresh produce to LA families in need and the press release will attract donors who can support this program in making healthy food accessible. Digital media marketing is strategic; however, it excludes constituents without internet access and inundates readers with an abundance of information.

Figure 2. #FeedtheFam Press Release.



Figure 3 below illustrates the analytics of my posts on APIFM's Instagram account. The general increase in likes, reach, and impressions indicate that as time went on, the posts were seen by an ever-growing audience.



IV. Conclusions

In the digital age, media marketing may seem effortless, but it is a vital strategy that requires extensive research and planning.

While interning at APIFM, I learned about the benefits of nonprofit digital media marketing and how APIFM utilizes social media to promote public health information that address the needs of API communities.

The flyers I created will be distributed to residents and restaurants around LA County and the press release I authored will inform articles written about APIFM. Interning at APIFM enriched my nonprofit digital marketing skills and will enable me to one day make an impact in my communities.

This work was supported by the Occidental College UEP & UEPI Summer Internship Program. Special thanks to APIFM, Heng Lam Foong, and Courtney Shojinaga.