



Kids' Meals | Amplifying a Local Nonprofit to the National Stage on Good Morning America

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CHALLENGE

As the only nonprofit in the nation to deliver free, healthy meals to children under 5, [Kids' Meals, Inc.](#) is blazing a path to end childhood hunger in the Greater Houston Area. Kids' Meals focuses on preschool-aged children living in poverty who are too young to access school-based free meal programs but are in a critical period of brain development and nutrition. With lean resources, the organization is working to spread awareness for its mission and drive support to expand its reach while demand for these services is soaring.

OBJECTIVE

Kids' Meals engaged Pierpont to garner earned media and support public relations functions around annual events. When Hurricane Beryl hit Houston, Pierpont jumped into action to share how the nonprofit was able to quickly return to regular operations and help its clients in the recovery process. The Good Morning America team found the Pierpont-secured coverage in the [Houston Chronicle](#) and began discussions of a profile on the nonprofit. Unfortunately, national breaking news forced the production team to pivot and postpone the scheduled taping.

APPROACH

Pierpont continued to stay in contact with the Good Morning America team, sharing newsworthy angles and announcements to stay top-of-mind in the producers' minds. When a new opportunity arose to showcase Kids' Meals, the Pierpont team worked closely with the Good Morning America producers to coordinate an efficient filming day, interviewing CEO Beth Harp about the impact Kids' Meals provides, conducting a ride-along with Kids' Meals drivers and speaking with families to spotlight the experiences of those affected by food insecurity.

RESULTS

[The resulting 3.5-minute Good Morning America segment](#) on the national network brought significant attention, messages of support and exposure from coast to coast for the local nonprofit.

This GMA segment secured 3.61 million media impressions and 2 placements. On social, Kids' Meals reached over 5,000 non-followers on Instagram, engaged 5.2% more accounts on Instagram, and garnered 277% more followers than the previous seven days on LinkedIn. Donations from current donors ticked up and new and recurring gifts were received from California, Tennessee, Utah and Florida.



3.6M

Media Impressions

5K

Organic non-follower reach on Instagram