



Mississippi Food Network

Location: Jackson, Mississippi

Website: <https://www.msfoodnet.org/>

34 employees

Mississippi Food Network (MFN) opened in 1984 with a mission to end hunger across the state. Starting with a 4,000-square-foot space, eight member agencies, and 2,300 pounds of food, they now have over 80,000 square feet and work with 430 member agencies, distributing over 21.2 million pounds of food annually. The only organized food bank in a state with two of the nation's most food-insecure counties, MFN is a necessity for many families. "We always say we're a small food bank that acts like a large food bank," says Director of External Affairs Kelly Mott. Supported by Google Ad Grants, Google Ads campaigns have been central to their efforts. In 2018, over half of their online donations and more than 7,000 new community members discovered MFN via those campaigns. Google Analytics has also helped them understand their digital performance so they can make the most of online interactions.

Though COVID-19 forced food pantries and soup kitchens to close, shelters and group homes to reduce capacity, and fundraising events to be canceled, Kelly and her team remained committed to MFN's mission. MFN has become more crucial than ever for their community. They started partnering with Feeding America and taking in online donations thanks to increased website traffic. They continue to receive support from Google Ad Grants, and Google Ads as well as insights from Google Analytics have allowed MFN to greatly increase their visibility. They saw a 142-percent increase in site traffic from January through September 2020 versus the same period in 2019, peaking on April 19, 2020 with 484-percent traffic increase from the same date in 2019. Google Analytics also allows Kelly and her team to identify where their services are most needed, as well as better target digital fundraising efforts to a younger, more diverse demographic. She and MFN's major gift specialist, Crystal Alfaro, hope that donation increases continue through 2021 and beyond, and they're getting creative with their use of Google Ads to make that happen.