UNIVERSITY OF FLORIDA
GLOBAL FOOD SYSTEMS INSTITUTE
GATOR GIVING DAY 2026



Final Report
Fall 2025 - Spring 2026

UF IFAS
UNIVERSITY of FLORIDA

Alpha PRoductions

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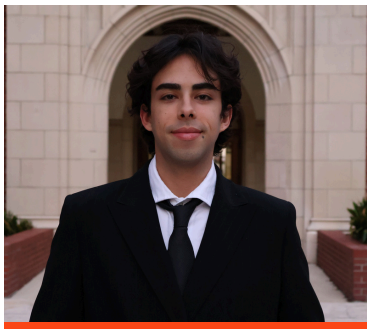
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MEET THE TEAM



Emily Detwiler
Account Supervisor

Emily is a fourth-year public relations student with a minor in sociology. This is her third semester with Alpha and her first semester as an account supervisor for GFSI. Outside of Alpha, Emily is involved in The Agency, UF PRSSA and Alpha Chi Omega sorority.



Artun Caglar
Production Specialist

Artun is a third-year media production, management & technology student. This is his second semester with Alpha as a production specialist. Outside of Alpha, Artun is involved in WUFT-TV, Strike Magazine and the Orange and Blue Film Festival.



Ellie Valerio
Account Executive

Ellie is a fourth-year public relations student with a minor in business administration on the pre-law track. This is her second semester with Alpha as an account executive for GFSI. Aside from Alpha, Ellie is involved in UF PRSSA and Kappa Kappa Gamma sorority.

MEET THE TEAM



Sage Leiber
Account Executive

Sage is a fourth-year public relations student with a minor in event management. This is her second semester with Alpha as an account executive for GFSI. Aside from Alpha, Sage is involved in the Florida Public Relations Association (FPRA) and UF PRSSA.



Paola Grijalva
Account Executive

Paola is a fourth-year advertising student with a minor in public relations and a certificate in international communication. This is her second semester with Alpha as an account executive for GFSI. Aside from Alpha, Paola is involved in the Sabor Latino Dance Team and HPRSA.

ABSTRACT

Opening Statement

In November 2025, the University of Florida's Global Food Systems Institute hired Alpha PR to develop a strategic social media fundraising campaign for the 2026 Gator Giving Day. Over the remainder of the fall semester, Alpha worked to research, plan and refine a comprehensive campaign designed to drive awareness, engagement and donations.

The campaign spanned Instagram, LinkedIn and Facebook, with a focus on showcasing faculty and the groundbreaking work being done at the institute. By highlighting real research projects and the people leading them, the content aimed to make the institute's impact tangible, compelling and worthy of support. The campaign was proposed at the close of the fall semester, approved by GFSI and officially began its launch at the start of the spring 2026 semester.



ABSTRACT

Goals

As Alpha's team approached this campaign, multiple goals were established to drive measurable growth in fundraising and digital engagement. These benchmarks provided a clear framework for strategy, content development and performance evaluation throughout the campaign.

1. **Raise GFSI's donation total on Gator Giving Day by 20%**

The main goal as Alpha created this campaign was to drive donations to GFSI on Giving Day. Increasing the donation total was a priority because additional funding directly supports the institute's research initiatives, faculty projects and overall mission to address global food challenges.

2. **Raise Instagram and Facebook view count by 25%**

Another key goal of the campaign was to increase engagement on social media, specifically by raising Instagram and Facebook view counts by 25%. Higher view counts would expand the reach of the institute's content beyond its existing follower base, attracting new supporters, increasing awareness of faculty research and ultimately encouraging more contributions to GFSI's mission. Over the month of the campaign, we aimed not only to achieve the view increase target but also to foster sustained engagement.

ABSTRACT

3. Increase LinkedIn reactions by 30%

A social media platform that was especially important to tap into throughout this campaign was LinkedIn. It provides a direct avenue to Gator alumni, professionals in the food systems and sustainability fields and other supporters who are most likely to donate. The goal of increasing LinkedIn reactions by 30% was set to ensure that content was not only seen but actively engaged with, signaling interest and support from such a highly relevant audience. Higher engagement on LinkedIn also helps extend the reach of posts through each individual's network, allowing for a butterfly effect of increased visibility.

STRATEGY



Our strategy consisted of posting content leading up to The Gator Nation® Giving Day. This included Instagram Reels; static, informative posts; and a countdown series to build anticipation. The reels were designed to demonstrate what GFSI has to offer, giving potential donors insight into the organization's mission and impact.

Additionally, they introduced GFSI's researchers, allowing the audience to connect with the organization while also strengthening credibility and trust.

The static, informative posts had a complementary purpose by providing clear information about GFSI's purpose and goals. The posts emphasized key messages and assured the audience of GFSI's impact. Moreover, they gave potential donors insights into how donations would be used.

The countdown series served to build up anticipation for Giving Day. It emphasized the importance of a donation and helped keep the campaign top of mind for the audience. It highlighted the urgency of Giving Day, reinforcing the importance of making a meaningful impact on the organization. Our strategy aimed to inform, engage and motivate potential donors.

PLATFORM ANALYTICS & INSIGHTS: INSTAGRAM

From Jan. 19 to Feb. 18, we focused on strengthening GFSI's Instagram and increasing audience reach by creating more than 10 posts, including both static posts and reels. During this period, the account received about 5,000 views, which is a 121.2% increase compared with last month. An important metric to look at is that 71.6% of those views came from non-followers, reflecting a 28.9% increase. This shows the growth and success of how the account has reached beyond its current audience base.

Additionally, the account reached 823 people during the four-week period, which is a 291.9% increase. Of those 823 accounts reached, 665 were non-followers, marking a 463.6% increase compared to last month. Another measurement we were able to track is that the account had 121 interactions across its content, including likes, comments, shares and saves. As a result of these increases in reach and interactions, the account gained 19 new followers, growing from 582 to 601 over four weeks.

PLATFORM ANALYTICS & INSIGHTS: INSTAGRAM

Performance across static posts and reels varied, with some posts performing better than others. The best-performing reel was “How Does GFSI Ensure Meaningful Impact,” in which Dr. Gopal Kakani talked about how GFSI trains its employees, where their knowledge comes from and how they ensure measurable and impactful solutions. It received 15 likes, 423 views and one comment. The lowest-performing reel had five likes, 82 views and one comment, which featured Dr. Adegbola Adesogan discussing GFSI’s core values and partnerships in the Global South.



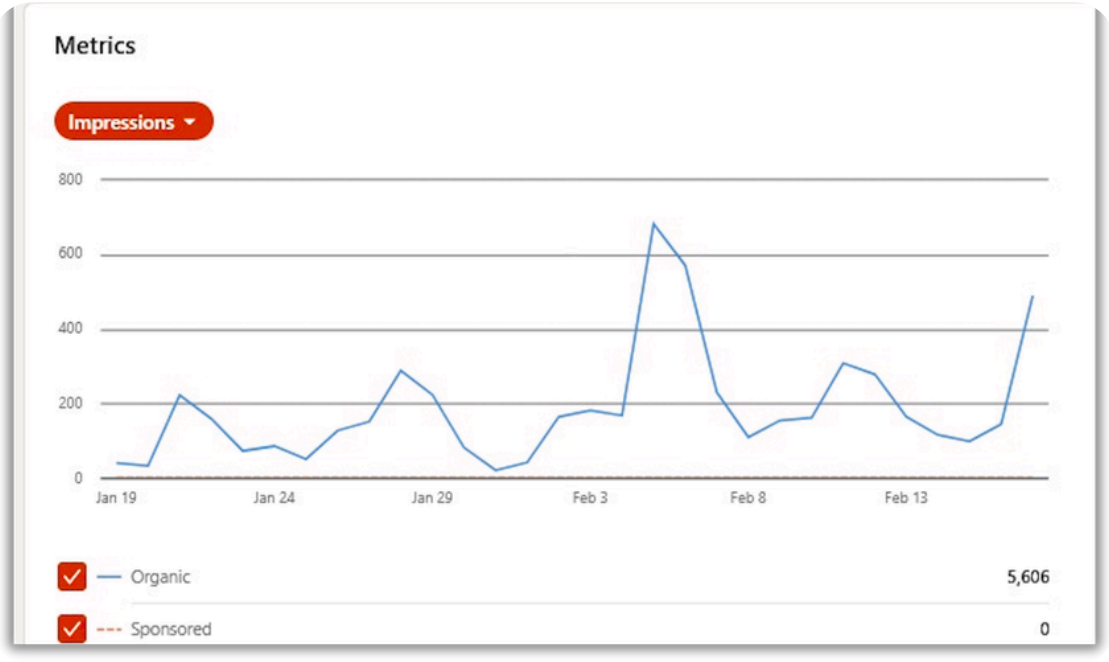


PLATFORM ANALYTICS & INSIGHTS: LINKEDIN

Following a similar strategy as Instagram, our team chose to post the same static posts and interview reel videos. However, while several countdown posts were shared on Instagram and Facebook Stories, we chose to post the countdowns on GFSI's main LinkedIn page.

From Jan. 19 to Feb. 17, two days before Gator Giving Day, impressions were up by 129%. There was a strong spike in impressions seen between Feb. 3 and Feb. 8 due to the question and answer style interview content that was being shared.

These posts also garnered favorable reaction results, with reactions up 361.1% at 166. All of the impressions and reactions from the LinkedIn content were not sponsored, resulting in 5,606 total organic impressions.



PLATFORM ANALYTICS & INSIGHTS: FACEBOOK

Our team's Facebook strategy closely mirrored the approach taken on GFSI's Instagram and LinkedIn pages, consisting of various reels and static posts leading up to Gator Giving Day.

From Jan. 22 to Feb. 18, there were a total of 80 profile visits, an increase of 344.4%. This indicates that the content generated for this campaign successfully directed Facebook viewers to further explore GFSI's page. There were 31 interactions with GFSI's Facebook content through the course of this campaign, with interactions from followers increasing 145.5% at 27 and interactions from nonfollowers increasing 33.3% at four.



REFLECTION AND RECOMMENDATIONS

Reflecting on Goals

Every goal of Alpha's pertaining to social media efforts was met throughout this campaign. We saw the intended performance across Instagram, Facebook and LinkedIn and exceeded our benchmarks. There was increased viewership, engagement and overall audience interaction across all platforms. Content consistently reached new users while strengthening connections with existing followers. As a result, social media not only amplified campaign visibility but also directly supported broader awareness and participation goals.

Our Recommendations

Looking back on this campaign and the performance of the posts, the team at Alpha has compiled recommendations for GFSI to implement in future fundraising and promotional efforts. These suggestions can be applied across campaigns to increase engagement, drive awareness and bring in more attention to GFSI and its work.

REFLECTION AND RECOMMENDATIONS

1 Continue with Reels

The Reels component of this campaign was by far the most successful, gathering the highest reach, impressions and engagement rates across all social media channels. We believe this to be the case because the video format is more visually engaging, eye-catching and informative than a simple static post. It prompts users to stop scrolling, pay attention and interact with the content.

Considering the reels' high performance and dynamic nature, we encourage the GFSI team to continue with their production. These efforts could be expanded upon the current set of interviews and cover more aspects of GFSI beyond its leadership. By continuing to provide information through reels, GFSI can tell stories in a way that truly brings its mission to life — highlighting real-world impact and moving the audience.



REFLECTION AND RECOMMENDATIONS

2 Showcase the Human Side of GFSI

What we believe made the reels particularly impactful was the human element. Hearing firsthand perspectives and personal insights from GFSI leadership was compelling and helped give a face to the organization's mission, making its work feel tangible to the audience. These individuals were able to speak about specific projects GFSI has undertaken while also explaining the organization and its mission in clear, accessible terms that anyone, regardless of prior knowledge, could understand.

GFSI is people-focused to its core, and showcasing direct voices helps make it's results feel concrete. We suggest that GFSI interview or get content from more individuals involved with the organization, whether that's those working on the UF side, people whose lives were positively affected by GFSI initiatives, or community partners who collaborate with the organization. This content can serve as a series of short reels that highlight these different perspectives. The people associated with this work are what makes GFSI so special, and we believe that factor is what will make it stand out.

REFLECTION AND RECOMMENDATIONS

Furthermore, during our interviews with GFSI leadership, we were amazed by the scale and breadth of the work being done by the organization. Hearing specific stories about different initiatives helped illustrate exactly what GFSI does and how global its reach is. We feel GFSI's socials should place even more emphasis on showcasing specific initiatives and projects, telling the story behind each and what its outcomes looked like.

GFSI's initiatives possess a "wow" factor, and bringing these stories to social media with greater detail is sure to capture the public's attention. A visible real-world impact and personal connection to the communities and projects involved may make people more likely to donate. Highlighting these initiatives is a great way to give individuals that exposure, showing them exactly that they're supporting.



REFLECTION AND RECOMMENDATIONS

3 Introduce Interactive Content

Finally, we recommend incorporating interactive content, such as polls, Q&A sessions or challenges, into GFSI's content to increase engagement. The organization's work is something that, to the unaware individual, may seem complex or distant. Giving the audience the chance to interact by asking questions, clarifying confusion or exploring topics in more depth can make GFSI's work feel more understandable.

This interactive content can be tied to stories or calls to action in caption copy to guide audience participation and drive deeper engagement. Social media challenges could even be accompanied by an award or recognition, encouraging participation while creating a fun and motivating way for followers to engage with GFSI's content.

