



Vivery text messaging saved the day!



“Vivery text messaging couldn’t have worked better! Our neighbors were delighted to get the emergency distribution notification so they didn’t miss out, and we didn’t have to throw away one piece of meat. Vivery is one of the best steps we have taken to have better contact with our community and lighten our workload.”

*Callie Fields, Food Pantry Director,
Living Water Life Center*

Background

Living Water Life Center (LWLC) in Morriston FL, a food pantry partner of the Bread of the Mighty food bank, distributes food 13 times a month with the help of about 30 volunteers. They have always been challenged communicating with their community, especially if there is an emergency.

LWLC has been focused on getting their neighbors to sign up for free text messaging from Vivery. Text messaging seems to be the most reliable way for LWLC to reach its rural community. Some of their elder, less tech-savvy population are nervous about using QR codes to sign up, so Callie Fields, Food Pantry Director, created an easy form for them to complete, or she quickly signs them up when they are in line for food distribution.

Situation

One Sunday morning, Callie discovered that their walk-in meat freezer was not working. This was a real problem, especially in the middle of July with extremely hot weather. She couldn’t reach her service repair person, so she decided to use Vivery to get the word out to her volunteers and community that they were going to have an emergency distribution of frozen foods.

They used a dedicated text group to reach volunteers who showed up within 30 minutes to get everything prepared for the distribution, and a different text group for neighbors, who were lining up within the hour. They all loved getting notified this way.

Outcome

Thanks to the speed of the response from both the volunteers and neighbors, 200 people received the frozen meat within 2 hours of the message being sent out. Everyone was thrilled and no meat had to be thrown away.

During previous emergencies, Callie and her team spent a lot of time trying to reach people, often without much success. This time, Vivery saved the day. As a result, LWLC got several more sign ups from neighbors to make sure they didn’t miss out on these notifications in the future.

LWLC has also taken advantage of the user-friendly automated website from Vivery which is very easy to set up, update, and maintain. LWLC staff have seen the number of phone calls they were fielding every day reduce significantly now that people can find information about the pantry and food distribution on the website.

Callie and her team are huge fans of Vivery. By continuing to use the Vivery find food map, automated website, and text messaging, they hope to increase the number of people they serve, communicate more effectively, and at the same time, reduce their workload. A win, win for everyone.

