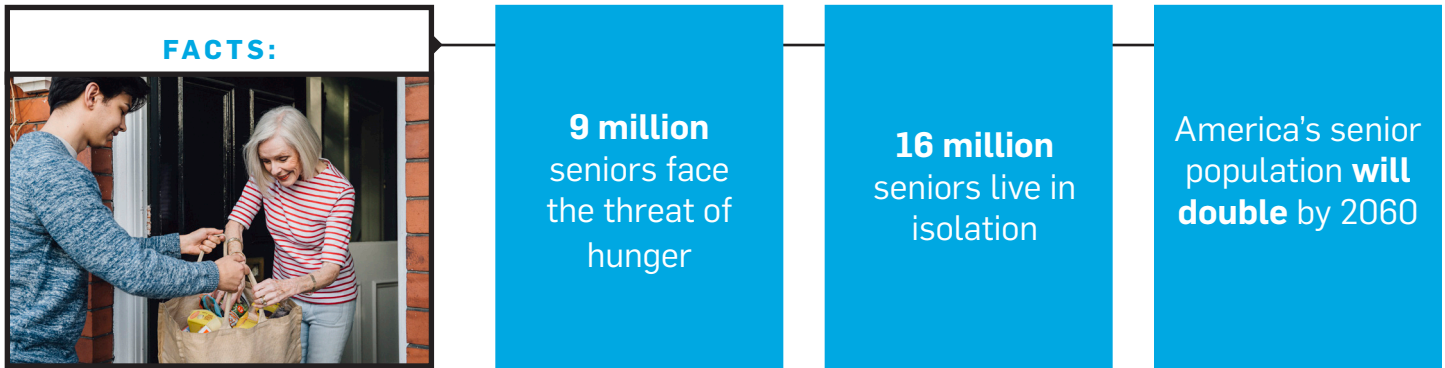


SPECIAL DELIVERY: STUFF YOU SHOULD KNOW HELPS AD COUNCIL SHARE THE MEALS ON WHEELS STORY.

MEALS ON WHEELS VOLUNTEER RECRUITMENT CASE STUDY.



OUR CHALLENGE

Meals on Wheels is a national, community-based network dedicated to addressing the issues of senior hunger and isolation, so millions of older Americans can remain independent in their own homes. Every day, Meals on Wheels volunteers deliver nearly one million nutritious meals, along with moments of human connection, to those who need it most.

With 9 million seniors already facing the threat of hunger, and the senior population projected to double by 2060, Meals on Wheels needs to recruit many more volunteers.

OUR SOLUTION

Tell the story.

The Ad Council worked with How Stuff Works (now iHeartRadio), partnering with its marquee podcast Stuff You Should Know, the most downloaded show in Apple podcast history.

Stuff You Should Know created a 50-minute special episode dedicated to the history of Meals on Wheels, starting with its grassroots beginnings after World War II and leading to today's need for more volunteers to care for America's rapidly aging population.

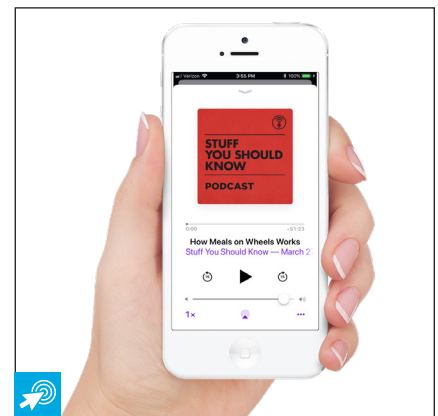
Stuff You Should Know hosts also recorded a custom PSA supporting Ad Council's "America: Let's Do Lunch®" volunteer recruitment campaign.

OUR RESULTS

Did listeners find the Meals on Wheels story appetizing? Big time. The Stuff You Should Know podcast received 910,000 downloads in just the first seven weeks of the campaign, with the average listener completing nearly 90% of the episode. The custom PSAs reached more than 1 million people, encouraging them to visit a custom URL where they could learn more and sign up to volunteer.

PARTNERSHIP ELEMENTS

- Produced original 70-second PSA
- 50-minute dedicated podcast episode



AT A GLANCE:

910K	88%
podcast downloads	episode completion

1 million
people reached through custom PSAs

For more info contact: Allison Kennedy | akennedy@AdCouncil.org