CAMI

CASE STUDY
2023

acomer puerto rico

FOOD SECURITY AND COMMUNITY DEVELOPMENT SOCIAL MARKETING

CAMPAIGN STRATEGY · SOCIAL MEDIA · BRANDING & DESIGN · COMMUNICATIONS COACHING

The Problem:

A RISING NEED ON THE ISLAND

acomer puerto rico is a grassroots non-profit organization founded in Puerto Rico in 2020. It fights food insecurity through direct meal and grocery distribution, policy advocacy, and multi-generational community gardens, working with a network of over 120 community groups and 500 volunteers. CAMI Studio was engaged to create a social marketing campaign to address acute issues on the island, including:

43%

Of Puerto Ricans receive food benefits via NAP (the Nutrition Assistance Program, which replaced SNAP in Puerto Rico). In comparison, the highest U.S. SNAP-usage rate is in New Mexico, at 25%

1 IN 3

Adults on the island experience food insecurity, roughly triple the US average

$189

The monthly NAP benefit for a one-person household, compared with $291 under SNAP. Community networks and orgs like acomer puerto rico are left to fill this gap.

Following Hurricane María in 2017, additional nutrition assistance required six months of congressional appropriation before it reached the island, even while 57% of children in Puerto Rico were living in need.

SOURCES: HUMAN RIGHTS RESEARCH CENTER (2024) · CBPP · USDA NIFA / BANCO DE ALIMENTOS DE PUERTO RICO

"Puerto Rico is recovering from historic climate disasters, including hurricanes and record drought. With every year, access to nutritious food gets harder. CAMI Studio helped acomer address this crisis by creating a social marketing campaign that successfully engaged activists and donors from Puerto Rico to Washington, D.C. in the fight against food insecurity."

- JOSÉ FRAU CANABAL · FMR DIRECTOR OF OPERATIONS · acomer puerto rico

CAMI Solutions:

BRANDING, STRATEGY & TEAM EMPOWERMENT

To address acomer puerto rico challenges, CAMI Studio created a comprehensive social marketing strategy; developed a brand guide and social media toolkit; and led efforts to support multiple high-impact fundraising campaigns.

Beyond driving community awareness and donor support marketing, CAMI's twice-monthly strategic coaching empowered acomer puerto rico's team to sustainably produce materials and conduct outreach more efficiently. The collaborative partnership helped unify acomer's digital presence; mobilized advocates around food security initiatives; and built a sustainable foundation to advance its long-term social impact.

Taken together, CAMI Studio's work elevated acomer puerto rico's digital presence, amplified its mission, and deepened its community engagement across key platforms at a critical time.

01 BRAND GUIDE & SOCIAL TOOLKIT

Designed acomer's new brand guide, custom booklet, and social media toolkit, including typography, color, and post format, so anyone on the team could publish material that reads unmistakably as acomer puerto rico.

02 CAMPAIGN & PRINT MEDIA STRATEGY

Spearheaded social and print media strategy behind major acomer puerto rico policy initiatives, from concept, to copy to published asset; helping the org move away from isolated, disconnected posts.

03 Events, Advocacy & Organizational Development

"Driving force behind 'Capitol Hill Fly' event, including testifying in front of U.S. Agricultur Committee. Coordinated advocacy trip to Washington, D.C. allowing Puerto Rican leaders to bring the case for island inclusion in SNAP directly to Congress."

04 HIGH-IMPACT FUNDRAISING CAMPAIGNS

Designed and executed 'Puerto Rico con Amor', a campaign that mobilized donors to finance food distributions across the island. Promoted Pavotón drive, an effort that gathers and distributes Thanksgiving meals to food-insecure families. Converted reach into giving and re-activated supporter base.

05 TWICE-MONTHLY STRATEGIC COACHING

Delivered strategic coaching and custom design templates to bring sustainability to acomer puerto rico's team, which now produces its own content with brand consistency across publications.

CAMI Designs:
CAMPAIGNS, EVENTS & PRINT MARKETING



EVENT · WASHINGTON, DC

CAPITOL HILL FLY-IN



CAMPAIGN

PA PUERTO RICO CON AMOR



SEASONAL DRIVE - NOVEMBER

PAVOTÓN THANSKGIVING DRIVE



COALITION

ALLIANCE TO END HUNGER - BREAD FOR THE WORLD

Custom design templates and **twice-monthly strategic coaching** empowering acomer puerto rico's team to produce brand-consistent outreach materials across every channel.

SOURCES & REFERENCES

RELATED PUBLISHED WORK.

acomer puerto rico named among the leaders driving the NAP-to-SNAP push — Bread for the World — bread.org

Climate change and island food access, featuring acomer puerto rico operations — Pulitzer Center — pulitzercenter.org

NAP participation at 42.7% vs 24.5% in New Mexico — Human Rights Research Center, 2025 — humanrightsresearch.org

One-third of adults food insecure, 57% of children in poverty, NAP block-grant structure — Center on Budget and Policy Priorities — cbpp.org

$189 NAP vs $291 SNAP monthly benefit, one-person household — USDA NIFA / Banco de Alimentos de Puerto Rico — portal.nifa.usda.gov

Six-month wait for emergency nutrition aid after Hurricane María; NAP-to-SNAP legislative path — FRAC — frac.org

CAMI SUCCESS:

AMPLIFIED REACH, DONOR SUPPORT & BRAND-CONSISTENT SYSTEMS

120+
COMMUNITY GROUPS ACTIVATED IN NETWORK

500
VOLUNTEERS MOBILIZED

160K+
MEALS DISTRIBUTED BY ACOMER SINCE 2020

3M POUNDS
FOOD MOVED ACROSS PUERTO RICO

CAMI DELIVERABLES: MULTILINGUAL CREATIVE ASSETS, FUNDRAISING & ADVOCACY SUCCESS

