

#FOODBANK24

September 28-29, 2017 • Noon – Noon

What is #FoodBank24?

#FoodBank24 is a 24-hour period when we will be posting via Facebook what our Food Bank does on a regular basis, from receiving bulk produce, to volunteering, and distribution of the food into the community. September is Hunger Action Month and we're taking our work to social media to show our supporters what it means to be a Food Bank. We will go live on Facebook with special video content including virtual tours of our facilities, staff and partner agency interviews, company partners, and volunteers.

Our Goal

To raise awareness for the work of the Food Bank and to raise \$24,000 in 24 hours during Hunger Action Month.

2016 Results

- 31,758 users were served Food Bank content in their newsfeed
- 73,503 total impressions earned across Facebook
- 1,090 total engagements
- 776 reactions
- 184 shares
- 130 comments
- 33% of impressions were 'viral' – generated from user engagements

Join Us

Become a partner in #FoodBank24 and help us tour the Food Bank to our Facebook audience of over 13,000 followers, in addition to boosting the post to your social media followers. Be one of five companies that gets the opportunity to go live on our Facebook, help share the Food Bank story, and let the community know how you support the Food Bank throughout the year. Together we can tell the story of what your support means when it comes to providing food in our community.

Make a \$2,500 donation, select one of the following Facebook segments, and receive all benefits listed below:

- Volunteer Sponsor
- Food Donation and Partner Agency sponsor
- Retail Donation Spotlight
- Kitchen Tour and Demo sponsor
- Donor Spotlight

Limit one segment per company.

#FoodBank24 Sponsor Benefits

- Featured as our segment sponsor in video posted to Facebook (Facebook followers = 13,876)
Could include check presentation for #FoodBank24 donation
- Company included in promotional emails sent – estimated audience of 15,000
- Company name, logo and link featured on #FoodBank24 webpage
- Company name and Thank You featured in #FoodBank24 wrap-up email
- Recognition on FoodBankCENC social media
- Day-of Volunteer spots, depending on availability

**For more information, contact Jenna Temple, Manager of Corporate Partnerships:
jtemple@foodbankcenc.org or 919.865.3046.**

