



**FOOD BANK OF THE ALBEMARLE'S
2017 Walk for Hunger**
Saturday, October 7, 2017
In Partnership with Museum of the Albemarle
501 S Water Street, Elizabeth City, NC

Walk for Hunger Social Media Tool Kit

We encourage you to use as many outlets as possible to help you and your team in your fundraising efforts.

Tips & Ideas for Fundraising:

There are many ways you and your team can raise money for hunger-relief, both actively and passively.

- Use social media! Encourage your friends to help you meet your fundraising goal by sharing your efforts on social media. Be sure to use your status updates to update and inspire your friends.
- Include a link to Food Bank of the Albemarle's donation page in your email signature.
- Ask your employer if they will offer a matching gift to your donation to the Walk for Hunger.
- Use incentives to encourage people to become engaged in fundraising with you. Entice people to sponsor you for prizes they can't resist! It can be as simple as offering to bake a batch of cookies for your largest donor or asking if your employer will allow "Denim Days" to help raise money for your team.
- Ask a restaurant or independent contractor to support your team for a day.
- Have a potluck lunch at work. Ask your co-workers to make a donation to your team, and encourage them to donate the amount they would normally spend eating out for lunch.
- Hold a bake or craft sale.
- Invite friends over for a dinner party and ask them to make a donation for your team.

Social Media Sample Posts:

Use #Walkforhunger2017

Tag us in your posts! Twitter: @foodbankerEC, www.facebook.com/ECFoodBank

- Sample Posts for your Facebook and Twitter pages:
 - "Help me fight hunger by supporting our Walk for Hunger team: [Team Name]. For every dollar we raise, the Food Bank of the Albemarle can provide 4 meals to families facing food insecurity in northeastern North Carolina. Make a donation at www.afoodbank.org "
 - "I'm walking to end hunger and need your help! When you make a donation to my Walk for Hunger team, [Team Name], you're helping the Food Bank of the Albemarle feed those in need in northeast North Carolina. \$1 = 4 meals! Make a donation at www.afoodbank.org "
 - "I'm walking to fight hunger. Make a pledge and help fight hunger in northeast North Carolina. Together, we can make a difference! www.afoodbank.org "



Food Bank of the Albemarle
109 Tidewater Way / PO Box 1704
Elizabeth City, NC
Phone: (252) 335-4035



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Important Information for Your Sponsors

Hunger in the Albemarle:

- An estimated 58,040 people, 18.8% of the population in northeast North Carolina are considered food insecure.
- The childhood hunger rate for the same geographic area is 24 % or approximately 15,500 Children, almost 1 in 4 children are considered food insecure.

About the Food Bank of the Albemarle (FBA):

- FBA provides emergency food assistance to 15 counties in northeast North Carolina, including: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Tyrrell and Washington counties.
- The Food Bank of the Albemarle fights hunger in northeast North Carolina with more than 145 programs – examples of these partnerships include food pantries, soup kitchens, shelters and senior centers.
- FBA distributed in excess of 5.95 million pounds of food throughout its service territory in Fiscal Year 2016-17, the equivalent of approximately 5 million meals!
- FBA provides food to areas that have little access to healthy, nutritious foods through a Mobile Food Pantry – a truck that sets up portable distribution sites in under-served areas.

For more information about the Walk for Hunger, please contact:

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