

foodobank[®]

OF CENTRAL & EASTERN NORTH CAROLINA



BYTES
4BITES

Virtual Food Drive



Toolkit

Tech Uniting for Good



Technology plays a vital role in how our world functions. The companies and people behind it build systems that power businesses, support communities, and solve complex challenges at scale.

That same capability helps make hunger relief possible here at the Food Bank, strengthening our ability to **nourish** people, **build** solutions, and **connect** communities.

Bytes 4 Bites brings tech teams together around that shared purpose, creating space for collaboration, generosity, and impact beyond the workplace.



Our Mission

Nourish people. **Build** solutions. **Connect** communities.

We work every day to provide food to people in need while advancing long-term solutions to end hunger in our communities. For 45 years, the Food Bank has served as the central hub of a hunger relief network that has grown to 700+ partner programs across a 34-county region - including no-cost food markets, pantries, meal sites, and a host of initiatives serving children, adults and seniors.

Together, we nourish people. We build shared solutions. And we connect our communities to advocate for long-term change.





Hunger is worsening throughout our region.

607,000

or one out of every seven
neighbors face hunger in our community



168,000 or one in five are children

196,000 seniors live at or below the poverty level

Hosting a Virtual Food Drive

Take action to end hunger in our community.

Leverage your network of friends, family, co-workers and more to support the food bank.

In just a few clicks you can make an immediate impact and provide food where it's needed most.

Every \$1 helps to provide 3 meals.



**VIRTUAL
FOOD
DRIVE**

Make an immediate difference for people facing hunger in our neighborhoods. →

PLACE YOUR QR CODE HERE

\$1 contributed helps provide 3 nutritious meals, maximizing the impact of your donation

Getting started 
with your Virtual Food Drive

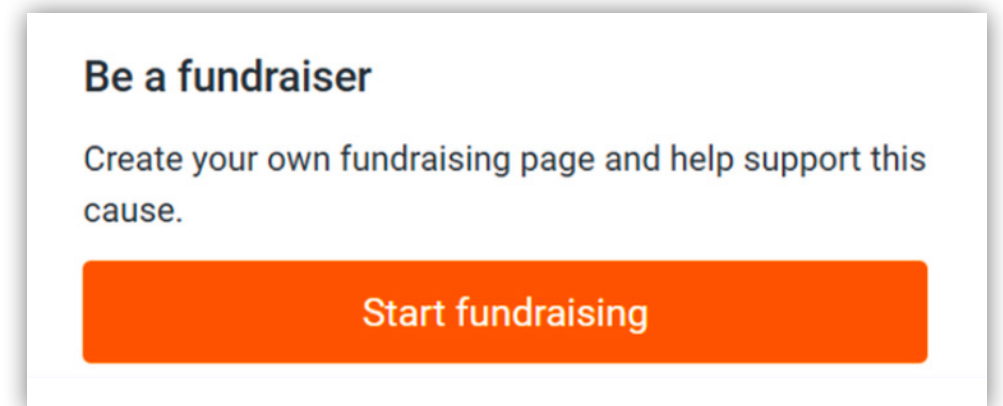
How to Create Your Drive

1. Visit our food drive page

2. Select your registration type

- **As an individual:** An individual fundraising page to share with your team at work, friends, and family
- **Create a team:** Invite other supporters to create pages themselves and join your efforts

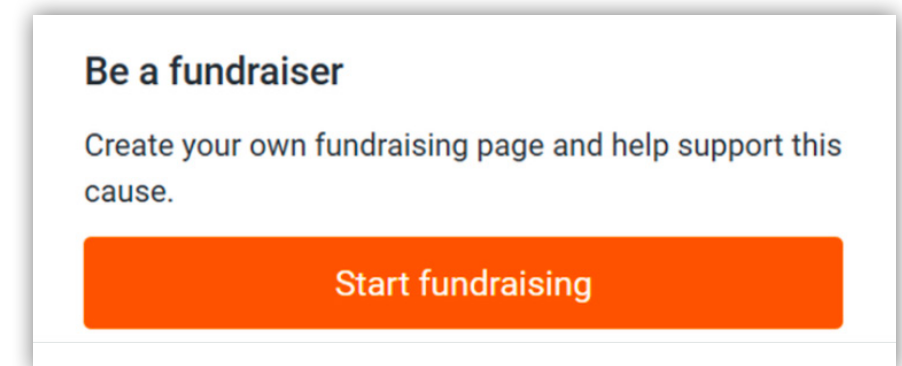
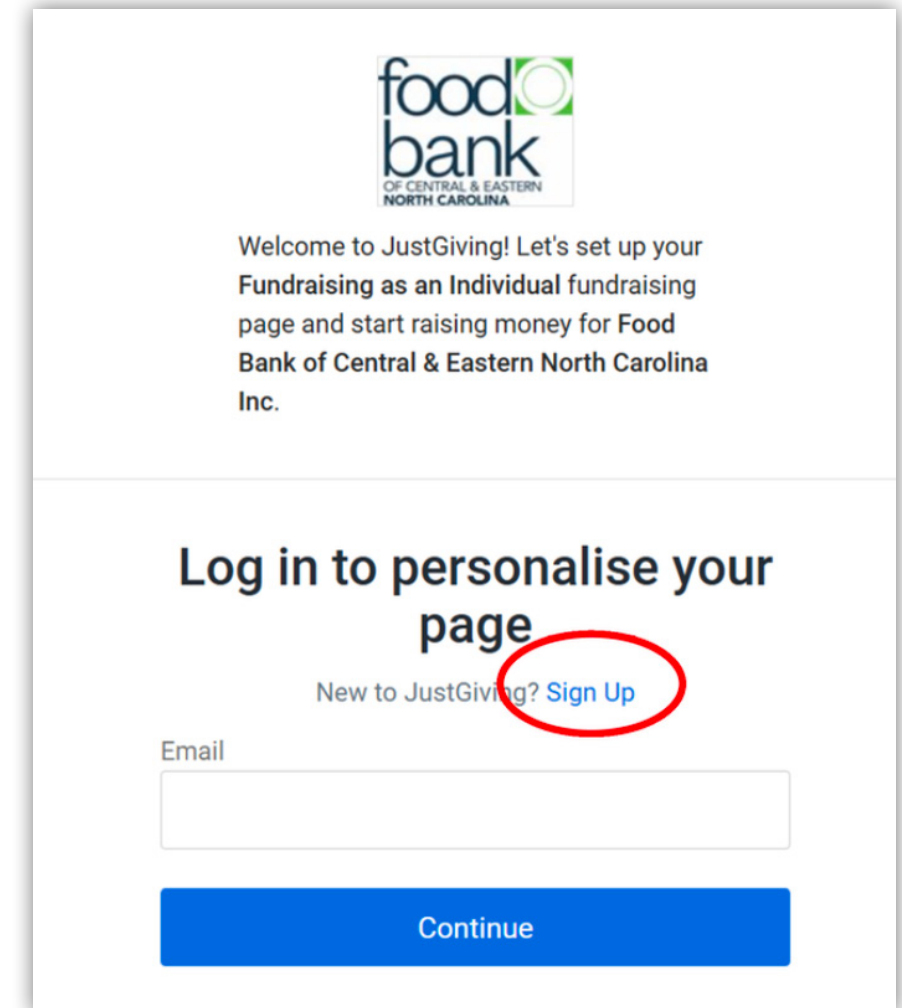
3. Click the orange Start Fundraising button (on the right-hand side)



Create an Account


1. If you haven't hosted a Virtual Food Drive before, **click Sign Up**

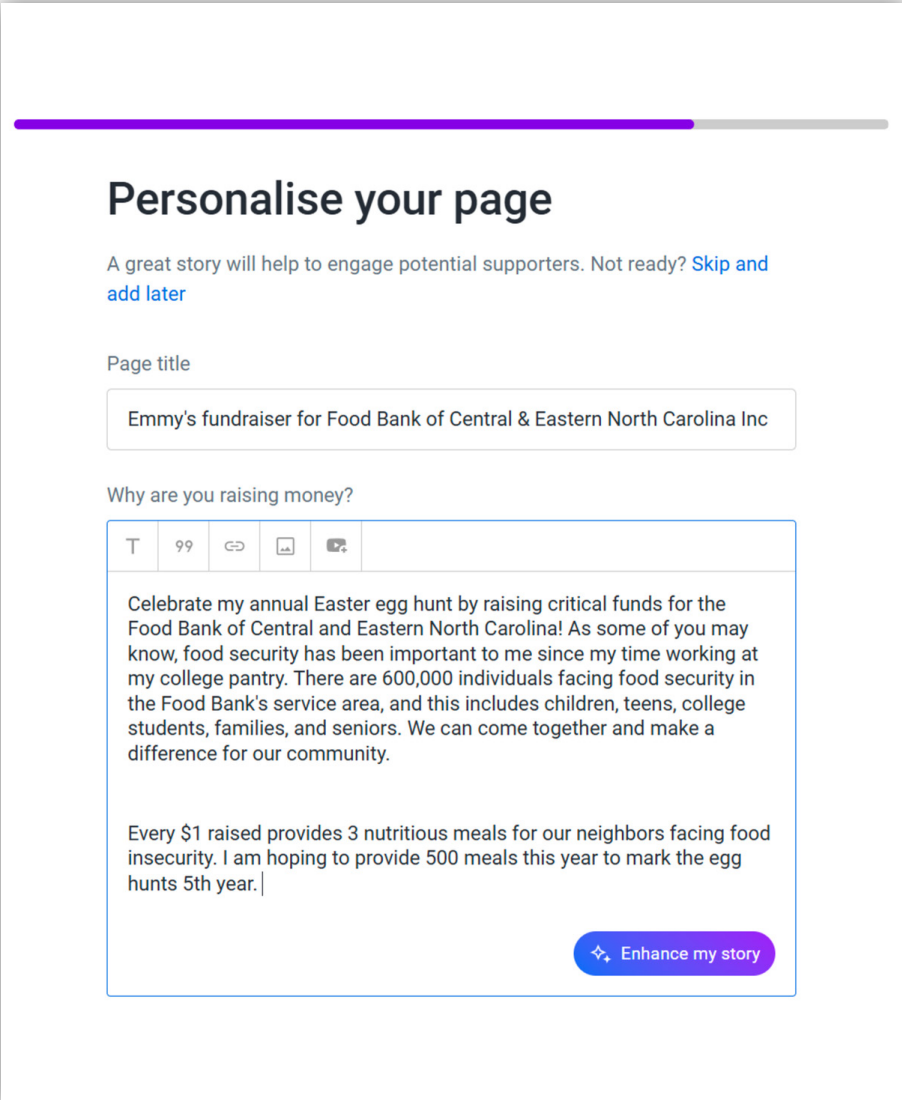
2. Once logged into your JustGiving account, you should be redirected to begin setting up your page. If you are not, repeat step 3 and **click the orange Start Fundraising button**



Setting Up Your Page

1. From there, you will be prompted through questions such as, **"Are you taking part in an activity?"** and **"Why are you raising money?"**. You will also have the opportunity to set a fundraising goal, personalize the name and link for your drive, and add a photo to your page!

Helpful Tip:  **Customizing your page is a great way to encourage giving and make sure your page is identifiable on first glance!**



Personalise your page

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

Emmy's fundraiser for Food Bank of Central & Eastern North Carolina Inc

Why are you raising money?

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Celebrate my annual Easter egg hunt by raising critical funds for the Food Bank of Central and Eastern North Carolina! As some of you may know, food security has been important to me since my time working at my college pantry. There are 600,000 individuals facing food security in the Food Bank's service area, and this includes children, teens, college students, families, and seniors. We can come together and make a difference for our community.

Every \$1 raised provides 3 nutritious meals for our neighbors facing food insecurity. I am hoping to provide 500 meals this year to mark the egg hunts 5th year.

[Enhance my story](#)

Tips for Success

Donate to the page on behalf of the company! After setting up your company's page, start off strong by showing your commitment to the drive and give a donation to your page. If you intend on giving a larger first donation, consider increasing your goal amount!

Check if your company offers matching gift program! Ask your HR if there is a matching program that can double the impact of your staff's gifts.

Cash, checks, IRA distributions, and DAF gifts can be counted towards your drive total! Just make sure the donor includes the name of your drive when sending it in, or reach out to ecavin@foodbankcenc.org and we can add it to your total!



Helpful Tip:

Some companies prefer to give a matching gift of all donations at the end of the drive- if this is the case, letting your team know this can be encouraging!

Host a Kick-Off Event

Consider hosting a kick-off event or centering the drive around something that is meaningful to you and those at your company!

Ideas for staff engagement during Bytes 4 Bites include:

Lunch and Learn

Chili Cook-Off

Volunteer Day

Schedule a tour of the Food Bank



Sharing Your Drive and **Inspiring Your Network**



Social Media

Post on your feed or stories announcing your drive and tag **@FoodBankCENC** Use the hashtag **#NoOneGoesHungry**

Put the link to your drive in your bio for ease of access!



Host an Event

Consider hosting a kick-off event or centering the drive around something that is **meaningful to you and those in your network!**

If your drive is with your company, consider hosting lunch and learn, chili cookoff, volunteer day, or scheduling a tour of the Food Bank



Use Flyers

Include the QR code to your drive on any materials you create!

Spread awareness with our downloadable flyer - these can be printed or sent digitally in an email or text

Fundraisers can be fun! Host a dinner party and ask for donations instead of a host gift or ask everyone in your book club to give a set amount for each book read in a year-you can be creative!

Additional Resources

JustGiving Support:

- [How to set up a fundraising page](#)
- [How to edit your fundraising page](#)
- [All JustGiving help articles](#)

Downloadable Resources:

- [Social media post graphics](#)
- [Virtual Food Drive Flyer](#)

[Check out our other ways to get involved with the Food Bank!](#)





Thank You for Hosting
a Virtual Food Drive!

You are taking action for food security in our community, and we are incredibly grateful.

Every \$1 raised helps provide three nutritious meals, meaning every drive, regardless of goal, makes a difference.

**For questions or more
information, contact:**



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FoodBankCENC.org

<https://foodbankcenc.org/give/virtual-drive>