

## Food Bank of Central and Eastern North Carolina Share Successes of Online Campaigns



Jen Newmeyer, Digital Media Manager at the Food Bank of Central and Eastern North Carolina (CENC), has some inspiring fundraising wins under her belt. She discussed three of her recent successes in the online fundraising space with us and it was clear that Jen's creativity, determination and passion for the cause had to be captured and shared with others.

Jen and the Food Bank of Central and Eastern North Carolina use Blackbaud's Luminate Online solution to execute on their always innovative fundraising campaigns.

### CENC Knocks Walmart Challenge Grant Out Of The Park!

- **30** day campaign, **\$45,000** grant awarded to **40** food banks nationwide
  - Participants vote for their favorite food bank on Facebook each day for 30 days
  - Top 40 Food banks with the most votes, received the \$45,000 award
- **Challenge:** In 12th place the first week, CENC lands in 38th place in the final week - in danger of elimination.
- **Turning it Around:** Three days before the campaign ended, CENC sent an urgent plea to its Social Media Ambassadors (committed digital media volunteers) to encourage their network to vote, reminding them of the vital funding needed for their kid's programs.
- **Program Success:** **800** votes in **1 DAY** - triple the number of votes CENC had received any other day of the campaign! Ended up in 22nd place and received the grant.

### Starting the New Year Right with a Holiday Campaign Success!

- 2012 Program Goal: **\$350,000**
- **Challenge:** As the holiday campaign nears an end, CENC calculates that in order to meet its goal, it must raise **\$35,000** each of the last three days of the year!
- On the final day, CENC still needs **\$73,000** to meet its goal. The highest sum of money ever raised in one day was **\$37,000** for the same campaign one year ago.
- **Turning it Around:** CENC boosted the visibility of the scheduled Dec. 31 newsletter by using the social media ambassador network to spread the word about the urgency.
- **Program Success:** After a stream of tweets and Facebook activity up until the last minutes of the campaign, CENC made **\$73,000** and met its goal of **\$350,000!**

### Major Year over Year growth in the 24 Hour Telethon!

- **24** hour online Telethon streamed live via UStream.
- **Challenge:** With a limited budget and a short timeframe, CENC had to build an engaging show with 24-hours worth of content to fill a telethon.
- **2012 Successes:** **6** patrons (donated \$500 each), **18** guests (provided content for the show), **850** unique viewers on the UStream stream, **\$20,000** raised.
- **2013 Successes:** **14** patrons, **40** guests, **2,000** unique viewers of UStream stream, **\$55,000** raised.
- **Program Success:** During the 2013 Telethon planning, CENC recruited a team of dedicated volunteers including social media ambassadors. They placed increased focus on promotion via social media outlets and keeping the community informed via newsletters.

"While our Social Media Ambassadors and online partners are instrumental in the success of our campaigns, the tools provided by Luminate Online are the foundation of our efforts. Campaign kits allow us to create well-designed newsletters, thermometers keep our audience engaged, and metrics contribute to our overall strategy. Thanks to these resources, our imagination can run wild and reap tremendous benefits with which to serve our communities."

— Jen Newmeyer,  
Digital Media Manager,  
Food Bank of Central and Eastern North Carolina