



HUNGER

We can end hunger
one helping at a time.

2020 Tool Kit



Hunger Action Month



WHAT IS HUNGER ACTION MONTH?

Hunger Action Month® (HAM) is the Feeding America network's nationwide campaign during September designed to mobilize the public to take action on the issue of hunger. The campaign brings attention to food insecurity in the United States and promotes ways for individuals to get involved in the movement to help end hunger.

WHY SHOULD YOU PARTICIPATE?

Hunger exists in every county in the U.S., affecting 40 million Americans including more than 12 million children and 5 million seniors. The Feeding America network believes that hunger IS solvable, and we're leading the fight to end it.

HOW CAN YOU PARTICIPATE?

You can help by mobilizing your community, leveraging the materials/ideas/tools in the following toolkit. As individuals, charities, businesses and government, we all have a role to play in getting food to our neighbors in need.

QUICK FACTS – statistics based on the COVID-19 Response –

- ▶ On average, Feeding PA's food banks serve nearly *2.2 million Pennsylvanians annually*, yet during the first three months of our COVID-19 response, our food banks served more than *5.5 million people*.
- ▶ *Nearly 1 in 20 Pennsylvanians are newly food insecure* – that's 634,060 individuals total. Overall, *there are now 2.04 million* Pennsylvanians (including nearly 630,000 children) who are now food insecure.
- ▶ *64 out of the 67 counties* have food insecurity rates at or above 13%. *Before COVID-19, just 3 counties did.* 32 counties have food insecurity rates at or above 16.5%.



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KEY DATES FOR COMMUNICATION

- ▶ September 1 – 1st Day of Hunger Action Month 2020
- ▶ September 9 – USDA Food Insecurity Numbers Released
- ▶ September 10 – **Hunger Action Day**
- ▶ September 15 – New Census Income, Poverty & Health Insurance Released
- ▶ September 17 – New Census American Community Survey Results Released
- ▶ September 22 – National Voter Registration Day
- ▶ September 29 – First Presidential Debate
- ▶ September 30 – Feeding America Voter Registration Day

FEEDING PENNSYLVANIA ADVOCACY OVERVIEW

This year, Hunger Action Month presents the Feeding Pennsylvania network with an important opportunity to raise visibility of the hunger issue in Pennsylvania during the month of September and beyond leading up to the 2020 election

Hunger in Pennsylvania impacts every single congressional district in the state. Feeding Pennsylvania and its network of 9 food banks and 2,700 partner food pantries and meal sites have spent decades building relationships with our neighbors in communities across the state – ensuring that we are helping through their hardest times. We are their trusted partners in many parts of life, and we believe we have an opportunity to empower people in this important process of voting.

On September 22, we will join a coalition of nonprofits, corporations, and other groups for National Voter Registration Day. Let's make sure the voices of the millions of people we help are heard and make hunger unacceptable.



FEEDING PENNSYLVANIA COMMUNICATIONS OVERVIEW

Each September, we have the opportunity to further establish the magnitude of our impact in the fight to end hunger in Pennsylvania. If we speak up together in a coordinated fashion, we can make Pennsylvania aware of this very real issue and call for widespread support and attention.

2020 Campaign Theme - "We can end hunger one helping at a time" The supporting message will be "Every Action Counts"

2020 Tone Messaging - We can end hunger one helping at a time. With every action, we get one step closer to making hunger a thing of the past. In 2020, as a result of the coronavirus pandemic, Feeding America estimates the number of Pennsylvanians facing food insecurity will grow to 15.9 percent – an increase of 45.2 percent in just two years. We need the support of the community now more than ever to help our neighbors in need. We, together, can end hunger one helping, or one action, at a time.

Call-to-Action Messaging -

- ▶ Feeding Pennsylvania is asking everyone to take action during Hunger Action Month because asking for help isn't easy but helping can be. This September, we're asking the public to take action – a donation, a volunteer shift, a social media post – to end hunger one helping at a time.
- ▶ Together, we can end hunger one helping at a time. Every action counts, so visit feedingpa.org/hunger-action-month to learn how you can get started.
- ▶ Volunteer. Engage. Advocate. Donate. Everyone has a role to play in ending hunger and we need your help now more than ever. Take action today by contacting your local Feeding America member food bank. Find your local food bank [HERE](#).

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FEEDING PENNSYLVANIA BRAND GUIDELINES

If you are going to create your own marketing collateral and would like to use our logo, you absolutely may! Here are some things to know if you use anything.

Green - HTML: 53682B

Orange - HTML: E98300

Logos + Graphics - You may integrate these graphics into your own promotional and marketing materials. They are best used for social platforms. Do not alter the graphics or the logos. You can customize them with your messaging and logo during the month.

- ▶ Feeding Pennsylvania Logo - Green and Orange
- ▶ Feeding Pennsylvania Logo - White
- ▶ Feeding Pennsylvania Logo - Black
- ▶ Hunger Action Month Social Graphic 1 - Facebook/Instagram
- ▶ Hunger Action Month Social Graphic 2 - Facebook/Instagram
- ▶ Hunger Action Month Facebook Header
- ▶ Hunger Action Month Twitter Header
- ▶ Hunger Action Month LinkedIn Header

Campaign Tags and Hashtags - Please use the following hashtag & tag when posting on social media about Hunger Action Month:

- ▶ Hashtag: #HungerActionMonth and #EveryActionCounts
- ▶ Tag: @Feedingpa and @FeedingAmerica



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HUNGER ACTION DAY - SEPTEMBER 10th

Feeding Pennsylvania is running a social media campaign for Hunger Action Day on Thursday, September 10th! For the campaign, we are asking organizations, businesses, media, and individuals across PA to help promote #HungerActionMonth by:

- ▶ Posting a photo of yourself wearing orange OR posting an orange Feeding PA graphic on Hunger Action Day® - September 10th
- ▶ Tagging @feedingpa and @feedingamerica
- ▶ Using the hashtags #HungerActionMonth and #EveryActionCounts
- ▶ Encouraging your followers to take action – through donation, advocacy, sharing on social media, or taking a photo wearing orange!

OPTIONAL CAPTION – September is #HungerActionMonth and I'm/we are teaming up with @feedingpa to help raise awareness about the alarming increase in food security across the state. I/We encourage you to join me/us in the fight against hunger by taking action – through donation, advocacy, sharing on social media, or taking a photo wearing orange! We cannot fight hunger without the help of everyone in our community, so take action today to end hunger – one helping at a time. #EveryActionCounts @feedingamerica

Feel free to share on Facebook, Instagram, Twitter, and LinkedIn! Make sure to tag @feedingpa and @feedingamerica





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ABOUT FEEDING PENNSYLVANIA

Feeding Pennsylvania is a collaborative effort of nine Feeding America-affiliated food banks in Pennsylvania. Typically, our member food banks serve nearly 2 million people annually by distributing more than 164 million pounds of food throughout Pennsylvania to more than 2,700 agencies and feeding programs. In 2018, our collective workforce included over 400 employees, who hosted more than 43,000 volunteers and facilitated more than 423,000 volunteer hours. Through volunteer efforts and strong community relationships, we spread awareness of food insecurity and hunger in our state.

For more information, contact:

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