



GBFB.org/HungerActionMonth

September is Hunger Action Month™

Every action counts.

THE GREATER BOSTON FOOD BANK

Feeding Eastern Massachusetts



HUNGER ACTION MONTH™ | FEEDING AMERICA

ABOUT THIS TOOLKIT

Welcome to The Greater Boston Food Bank's (GBFB's) 2024 Hunger Action Month resource kit.

Please join us for Hunger Action Month this September by using the turn-key materials and resources on the following pages to spread awareness and encourage your communities to take action.

This toolkit is a resource for everyone in GBFB's network: agency partners, donors, board and committee members, community members, advocates, and Team GBFB. Included you will find messaging to craft custom communications and promotional assets such as graphics and copy to leverage in your social channels.

Thank you for being a valued member of GBFB's network.



Everyone has a role in ending hunger in our community.SM

DEAR FRIENDS,

I am pleased to introduce this year's Hunger Action Month campaign toolkit to you.

Hunger Action Month is the Feeding America network's annual awareness campaign that takes place each September to encourage the public's engagement in the movement to end hunger. The national office leads activations, and at GBFB, the heart of the campaign resides with each of you as you engage with your community, not only in September, but all year round.

Catalytic moments throughout history tend to have one thing in common: they bring people together with a shared conviction to inspire widespread action. People step up, lend a hand, and share their voices. Each individual action becomes a piece of a powerful movement that can change history. We all know that we have the power to end hunger, and we also understand that to eradicate it requires collective action and unwavering dedication.

This year's Hunger Action Month campaign takes inspiration from that truth and endeavors to move individuals and communities to action because together, we can end hunger.

I am deeply grateful for your steadfast partnership in ensuring people across Eastern Massachusetts have access to the food they need to thrive, and I am optimistic that we can use this moment – Hunger Action Month – to end hunger here.

With heartfelt gratitude,



A handwritten signature in black ink, reading "Catherine D'Amato". The signature is fluid and cursive, written over a light blue background.

Catherine D'Amato
President & CEO, The Greater Boston Food Bank



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Campaign Overview

What is it?

Hunger Action Month™ (September) is the Feeding America network's annual nationwide campaign designed to inspire people to take action and raise awareness of hunger in the United States. [Learn more here.](#)

Hunger Action Day® (Tuesday, September 10, 2024) is a day where collective efforts across the country are focused for greater impact.

The Greater Boston Food Bank (GBFB) and our network are working together to raise awareness about hunger and inspire our neighbors to get involved this September and throughout the year.

How can you participate?

You have a choice. Choose to end hunger by donating, fundraising, volunteering, learning about hunger in your community, or advocating for food assistance.

KEY MESSAGES

- Together, we have the power to end hunger here.
- Hunger is a big problem, and big problems call for big solutions.
- There's plenty of food in Massachusetts, but 600,000 neighbors still don't have the food they need to thrive.
- One in three people in Eastern Massachusetts experience food insecurity.
- Join the movement to end hunger here.
- Every action counts – whether you donate to GBFB and help us **Fill the Fridge**, advocate, volunteer, or spread the word online.
- Hunger is not an emergency: it's the lived reality of 1 in 3 people in Eastern Massachusetts.

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WEEKLY THEMES & IMPORTANT DATES SEPTEMBER 2024

Week 1 (9/2–9/6) Theme: **Take Action: Advocate!**

Monday, 9/2 Labor Day Observance	Tuesday, 9/3 Massachusetts Primary Elections	4	5	6
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Week 2 (9/9–9/13) Theme: **Take Action: Volunteer!**

9	Tuesday, 9/10 Hunger Action Day	Wednesday, 9/11 9/11 Day of Service Event	12	13
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Week 3 (9/16–9/20) Theme: **Take Action: Attend Our Events!**

16	Tuesday, 9/17 National Voter Registration Day	18	Thursday, 9/19 <u>GBFB Taste of the Food Bank</u>	20
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Week 4 (9/23–9/27) Theme: **Take Action: Donate!**

23	24	25	Thursday, 9/26 <u>WCVB Day of Giving</u>	27
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Visit our website for more info on these events! [GBFB.org/HAM](https://www.gbfb.org/HAM)

Every Action Counts: Donate

Help us Fill the Fridge

We need your help right now to **Fill the Fridge** at GBFB with fresh fruits, vegetables, protein and dairy. These items are among the most desired by our neighbors and play a critical role in building healthy communities.

By [giving today](#), you are helping the 1 in 3 people struggling with food insecurity and bringing more fresh food to 190 cities and towns across Eastern Massachusetts.

Give on air

- Thursday, September 26: WCVB Channel 5 Day of Giving

The current hunger crisis in Massachusetts is alarming. Tune in all day to learn more about how GBFB is helping our neighbors in need and donate to help us **Fill the Fridge** at GBFB with fresh fruits, vegetables, dairy, and protein.



Every Action Counts: Advocate

If we raise our voices in unison, we can influence anti-hunger policy at the federal, state and local level. In the coming months, Congress is expected to pass a Farm Bill, a piece of legislation that includes the largest nutrition assistance program funding at the federal level and impacts state programming. Your voice matters.

Take Action:

- [Sign up for GBFB Advocacy Email alerts to stay up-to-date.](#)
- Tell your [Representative and Senator](#) that hunger relief needs to be prioritized and [post about anti-hunger policy issues.](#)
- Host a site visit at your organization during September.

Want to learn more about how you can participate?

Email Sr. Public Policy Manager, Kate Adams at govrelations@gbfb.org.



PROCLAMATION TEMPLATE

Proclamations can help bring awareness to the issue of hunger and provide a way to engage your elected officials. Help us make September synonymous with Hunger Action Month or Hunger Action Day.

Download template [HERE](#)



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Hunger Action Month[®] FEEDING AMERICA

2024 Hunger Action Month Proclamation Template

WHEREAS, hunger and poverty are issues of vital concern in [STATE] where [INSERT %] of people face hunger in [STATE] and one in every [e] children do not know where their next meal will come from; and

WHEREAS, everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families—yet in 2022, 44 million people—1 in 7—including more than 13 million children—1 in 5—faced food insecurity in the U.S. That includes [INSERT LOCAL FOOD INSECURITY #] in [NAME OF STATE/COUNTY]; and

WHEREAS, the [City or County] of [STATE] is committed to taking steps to combat hunger in every part of our community and to provide additional resources that those in [State, City or County] need; and

WHEREAS, the [City or County] of [STATE] is committed to working with [NAME OF STATE ASSOCIATION OR FEEDING AMERICA FOOD BANKS], a member of the Feeding America[®] nationwide network of food banks, in educating people about the role and importance of food banks in addressing hunger and raising awareness of the need to devote more resources and attention to hunger issues; and

WHEREAS, more than [INSERT LOCAL STATISTICS ON HUNGER IN YOUR COMMUNITY, IF AVAILABLE] individuals in [NAME OF STATE/COUNTY] rely on food provided by the members of the [NAME OF STATE ASSOCIATION OR FEEDING AMERICA FOOD BANKS] annually; and

WHEREAS, the members of [NAME OF STATE ASSOCIATION OR FEEDING AMERICA FOOD BANKS] distributed more than [INSERT LOCAL STATISTICS, IF AVAILABLE] meals to [NUMBER OF HOUSEHOLDS] in [YEAR] through its network of food pantries, soup kitchens, shelters, and other community organizations; and

WHEREAS, the month of September has been designated “Hunger Action Month” in order to bring attention to food insecurity in our communities and to enlist the public in the movement to end hunger by taking action – including volunteer shifts, social media shares, and donations – to ensure every community, and everybody in it, has the food they need to thrive.

WHEREAS, food banks across the country, including the members of the [NAME OF STATE ASSOCIATION OR FEEDING AMERICA FOOD BANKS IN YOUR STATE – LIST MEMBER FOOD BANKS OUT BY NAME] – will host numerous events throughout the month of September to bring awareness and help end hunger in their local community;

NOW, THEREFORE, I, [NAME OF ELECTED OFFICIAL], do hereby recognize September 2024, as **HUNGER ACTION MONTH** in our [State, City or County] OF [NAME OF STATE], and I call this observance to the attention of our citizens.

SIGNATURE _____

DATE _____

Every Action Counts: Volunteer

Volunteers play a critical role in helping to end hunger in Eastern Massachusetts.

- To find a GBFB partner agency near you, visit our [Need Food](#) pantry finder page. Reach out to our partners to learn about volunteer opportunities.
- Volunteer as support staff at the [Boston Meal Pack for 9/11 Day](#)
- GBFB books volunteer opportunities months in advance. Sign up at [GBFB.org/Volunteer](#)
- Explore other opportunities to volunteer to end hunger at [Bostoncares.org](#)



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Every Action Counts: Share on Social Media

Use your social network to raise awareness of hunger by sharing pictures, stories, and calls to action!

Suggested Posts

- This September, we're asking everyone to choose to help end hunger. Because food shouldn't be an impossible choice. Join me (us) & the **@Gr8BosFoodBank**: GBFB.org/HAM **#HungerActionMonth**
- We must act to make sure no child, adult or senior in America ever experiences hunger. I'm calling on **@Government Official** to join me this **#HungerActionMonth** in solidarity to **#EndHungerHere**.

Hashtags: #HungerActionMonth & #EndHungerHere

Tag: @Gr8BosFoodBank

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SOCIAL MEDIA GRAPHICS



[Download Here](#)

THOUGHT STARTERS

E-NEWSLETTER/BLOG/WEBSITE CONTENT

- **I Took Action, You Can Too:** Have a volunteer, or series of volunteers, blog about how they took action during Hunger Action Month (then elevate those blogs onto your social media account for maximum exposure).
- **Why My Company Is Taking Action This September:** Work with your company (or one of your most active corporate partners) and ask if your CEO or head of employee engagement would write a short article for your e-newsletter on why they're getting involved to support your food bank during Hunger Action Month. Then provide a point of contact for others to reach out for similar opportunities for involvement.



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PRESS RELEASE TEMPLATE

This is a template that mirrors the national message; however, it leaves openings for you to customize with key local facts and Hunger Action Month activities.

We encourage you to issue your release in advance of Hunger Action Month to serve as a heads up to media partners.

Download template [HERE](#)



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MEDIA PITCH IDEAS

- **[City] is Turning Orange for Hunger Action Month:** If your food bank has coordinated the turning orange of any landmark buildings in your city or service area, invite media to be there for the moment. If you can, invite a local celebrity or government official to draw additional attention to the issue and the event.
- **[X Station] is Turning Orange for Hunger Action Day:** Ask your local media contacts if they would wear orange on Hunger Action Day, and ask their anchors to wear orange ties, dresses, etc. as well. You can offer up your CEO/ED for an in-studio interview about Hunger Action Month and Hunger Action Day, and to provide ways for viewers to take action.



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Every Action Counts: Go Orange!

The Greater Boston Food Bank and the City of Boston are going **ORANGE** on Hunger Action Day® – **Tuesday, September 10th**.

Join us by wearing orange on Hunger Action Day® and posting a picture on social media using the hashtags #HungerActionMonth & #EndHungerHere and tag @Gr8BosFoodBank!



Hunger Action Month[®] | FEEDING[®] AMERICA

Questions? Visit gbfb.org/ham or reach out to Kate Adams, Senior Public Policy Manager, at govrelations@gbfb.org.

Thank you for being a valued member of GBFB's network!