

Issue Date: 08/23/2024

Valid Date: 09/30/2024

2024

# HUNGER ACTION MONTH

Nourishing Today, Transforming Tomorrow



CENTRAL TEXAS  
FOOD BANK

HUNGER  
ACTION  
MONTH

This Hunger Action Month, we're rallying our neighbors to take meaningful steps towards closing the meal gap. From providing immediate access to nutritious food to addressing the root causes of hunger, every action counts. Together, we can create a future where everyone in Central Texas thrives. Dive into this toolkit to discover how you can make a difference—because when we all take action, we move closer to a hunger-free community.

[www.centraltexasfoodbank.org](http://www.centraltexasfoodbank.org)

# HUNGER ACTION MONTH

## FUNDRAISE ONLINE

A virtual food drive is a powerful way for everyone, regardless of location, to actively participate in the fight against hunger. It allows you to make a significant impact from anywhere by raising funds that the Central Texas Food Bank can stretch further to provide nutritious meals. Whether you're at home, at work, or celebrating a special occasion, your online efforts directly support families in need, making it an accessible and effective way to contribute to ending hunger.

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### Your Virtual Food Drive Can Help End Hunger

Activate your social circle and make a real impact with a Virtual Food Drive for the Central Texas Food Bank. It's the easiest and most effective way to support families facing hunger. Here's how you can get started:

- **Create Your Drive:** Set up your unique fundraising page online.
- **Customize Your Page:** Add a photo and share why feeding Central Texas families is important to you.
- **Share Your Campaign:** Use our email and social media templates to spread the word to friends and family.
- **Thank Your Supporters:** Use our guide for templates and ideas to show appreciation.



# HUNGER ACTION MONTH

## 30 WAYS IN 30 DAYS CALENDAR

Print this calendar and post on your refrigerator or bring to the office to share with others. Get inspired this Hunger Action Month and think outside the box! We encourage you to unleash your creativity and find unique ways to raise awareness and take action.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>SPREAD THE WORD 01</b> Share this calendar with friends and family to help spread awareness.	<b>LABOR DAY 02</b> Change your social media picture and cover image to one of our H.A.M. graphics.	<b>DONATE FOOD 03</b> Have unopened leftover food from Labor Day celebrations? Donate it!	<b>PLACE AN ORANGE BOX 04</b> to collect donations at your desk at work to help raise funds to end hunger.	<b>NATIONAL TEACHERS DAY 05</b> Learn more about our school pantry program.	<b>COME VOLUNTEER 06</b> Register for a volunteer shift with us!	<b>DINE OUT, DO GOOD 07</b> Dine at a participating Austin Restaurant Weeks restaurants.
<b>GRAND-PARENTS DAY 08</b> Make and enjoy a meal with your grandparents using one of our recipes!	<b>SCHEDULE A TOUR 09</b> Take a Food Bank tour with friends, family or coworkers.	<b>HUNGER ACTION DAY 10</b> Go orange!	<b>NATIONAL DAY OF SERVICE 11</b> Register for a volunteer shift.	<b>BRING YOUR OWN LUNCH 12</b> Bring lunch to work or school and donate what you saved.	<b>KIDS TAKE OVER THE KITCHEN 13</b> Make a kid-friendly recipe with nutritious recipe.	<b>READ OUR BLOG 14</b> to learn more about how the Food Bank is making tomorrow possible.
<b>CELEBRATE HISPANIC HERITAGE MONTH 15</b> Donate culturally appropriate food to your local food pantry.	<b>REQUEST A GUEST SPEAKER 16</b> to talk to your group or organization about CTFB.	<b>WRITE YOUR LOCAL OFFICIALS 17</b> about how hunger has affected your life or someone you know.	<b>COME VOLUNTEER 18</b> Join us at one of our rural Mobile Pantry sites to nourish our neighbors.	<b>HOST A POTLUCK 19</b> and discuss with friends and family about how you can help end hunger.	<b>REGISTER TO VOTE 20</b> Advocacy is vital in ending hunger.	<b>HOST A PARTY 21</b> for friends; serve orange drinks or food and suggest a donation to the Food Bank.
<b>SOCIAL SUNDAY 22</b> Follow us on Facebook, Instagram, LinkedIn and X!	<b>TAKE THE SNAP CHALLENGE 23</b> Eat for a week on a Food Stamp budget of \$6.20 per day this week.	<b>EMPLOYER MATCHING 24</b> Did you know? Your employer could match your donation!	<b>YOUTH VOLUNTEER PROGRAM 25</b> Learn about how k-12 kids can get involved.	<b>CAFFEINE FREE 26</b> Skip coffee at your favorite spot and donate the money to the Food Bank.	<b>MAKE A RECIPE 27</b> Check out recipes on our site to make a fun family meal.	<b>SHOP AMAZON SMILE 28</b> Doing weekend shopping? Designate CTFB as your nonprofit.
<b>SOCIAL SUNDAY 29</b> Dress up your furry friend in orange! Post a photo and tag @ctxfoodbank	<b>JOIN THE SUSTAINERS CIRCLE 30</b> Hunger doesn't stop when H.A.M. is over. Learn more about year-round giving.	<p>Events will be added to this calendar, and subject to change. For the most up-to-date calendar, visit <a href="http://www.centraltexasfoodbank.org">www.centraltexasfoodbank.org</a>.</p>				

Want to host an event for Central Texas Food Bank? Contact our team at [fundraising@centraltexasfoodbank.org](mailto:fundraising@centraltexasfoodbank.org) or 512 . 282 . 2111.

# GO ORANGE FOR HUNGER ACTION MONTH

## What is Hunger Action Month?

Hunger Action Month is our chance to unite and make a lasting impact in the fight against hunger. As part of a nationwide initiative by Feeding America®, this month-long event in September raises awareness and inspires action to address hunger in America.

In Central Texas, over 540,000 people face food insecurity. This September, we need your help to change that. GO ORANGE to raise awareness and join a movement dedicated to ending hunger in our community.

At the Central Texas Food Bank, we're focused on nourishing our neighbors today and building a sustainable, hunger-free future. Our campaign, Nourishing Today, Transforming Tomorrow, embodies this commitment. By providing nutritious food and tackling the root causes of hunger through workforce development, food system improvements, and advocacy, we are driving long-term change.

This Hunger Action Month, every action counts. Whether you're an individual, business, or government entity, you have a role in building a stronger, healthier community.

Join us in raising awareness, inspiring action, and working toward a hunger-free Central Texas. Together, we can turn our shared vision into reality.

## ***Nourishing Today, Transforming Tomorrow!***

Nourishing Today, Transforming Tomorrow reflects our commitment to meeting immediate needs while driving long-term change for a hunger-free Central Texas.

- Nourishing Today
- Building Foundations
- Transforming Tomorrow

### Why Orange?

Orange symbolizes hunger awareness and the urgency to act. During Hunger Action Month, it represents our commitment to ending hunger in our communities.

# HELP END HUNGER ONE ACTION AT A TIME



## Fueling Futures Together

At the Central Texas Food Bank, Nourishing Today, Transforming Tomorrow means more than just filling plates—it's about fueling futures. In line with Feeding America's Full Effect tagline, we believe that when people are fed, they can thrive. By providing access to nutritious food, we're not only meeting immediate needs but also empowering individuals and strengthening our community for a brighter tomorrow.

## Why Every Action Counts

Every action, no matter how small, contributes to the fight against hunger. Whether it's donating, volunteering, or simply spreading the word, each effort helps move us closer to a hunger-free Central Texas. To help you decide how to make the most impact this Hunger Action Month, here are the top three ways you can help:

# 01

### Donate

Financial contributions go a long way in supporting our mission. Every dollar helps provide nutritious meals to those in need.

# 02

### Volunteer

Your time and energy can make a significant difference. From sorting food donations to assisting at distribution events, there are many ways to get involved.

# 03

### Advocate

Raise awareness by sharing our mission with your network. Whether through social media or conversations with friends and family, spreading the word helps build a community of support.

# HUNGER ACTION MONTH SOCIAL MEDIA GRAPHICS



**Profile Picture**  
Full Graphic or Frame



**Page + Event Covers**  
Facebook, X, LinkedIn



**Graphics**



**Zoom Backgrounds**



# HUNGER ACTION MONTH SOCIAL MEDIA COPY

## MESSAGES

### Key Messages + Hashtags

Hunger Action Month is our chance to unite, with every effort helping us nourish today and transform tomorrow—join us in going orange for a hunger-free Central Texas.

- #HungerActionMonth
- #CTFB
- #NourishingToday
- #GoOrange
- #EndHunger

## CONTENT

### Pre-Written Post Or Caption

This September, I'm supporting Hunger Action Month by *[action]*! Whether it's *[specific activity, e.g., wearing orange, attending an event, volunteering,]* or *[another action, e.g., making a donation, sharing awareness]*, every effort helps us nourish today and transform tomorrow. Join me in working towards a hunger-free Central Texas. #CTFB #HungerActionMonth #GoOrange #NourishingToday

## IMPACT

### Engagement Tips + Best Practices

- Use optimal posting times to get your message out there.
- Encourage interaction with your audience.
- Use platform-specific features to maximize impact.
- Respond to engagement to build your community.
- Ask questions or use polls to engage your audience.
- Have fun! Activate your social circle and help end hunger!

# NOURISHING TODAY, TRANSFORMING TOMORROW



## **Go Orange**

Change your social media, website, or logo to orange, or wear orange clothing. This simple action raises awareness and shows your support for Hunger Action Month.

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## **Spread the Word**

Share information about Hunger Action Month through your email, social media, or community groups. Encouraging others to get involved amplifies the message and drives greater participation.

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## **Arrange a Volunteer Day**

Organize a group of friends, family, or coworkers to volunteer together at the Central Texas Food Bank. Volunteering as a team strengthens community ties and directly supports those in need.

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## **Start a Virtual Food Drive**

Create an online fundraising page to collect donations for the Central Texas Food Bank. This allows you to engage your network and raise critical funds to provide more meals.

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## **Advocate and Educate**

Use your platform to advocate for hunger relief by speaking at local events, writing articles, or meeting with community leaders. This effort helps to address root causes and mobilize long-term support for ending hunger.



# HUNGER ACTION MONTH

## GET INSPIRED & GO ORANGE



### Orange Manicure

Sport an orange mani all month.



### Light Up Orange

Switch out outdoor bulbs to orange.



### Wear Orange

Wear orange clothing every day.



### Orange-Themed Events

Organize an orange-themed party.



### Engage Electeds

Call elected officials and advocate.



### Social Media Challenge

Ask friends to post orange-themed photos.



### Set Up A Donation Box

Place a box at work or local business.



### Host A Food Drive

Collect non-perishable food items.



### Host A Virtual Fundraiser

Engage your network and raise funds.

512 . 282 . 2111  
communications@centraltexasfoodbank.org  
6500 Metropolis Drive, Austin, Texas 78744

# THANK YOU



CENTRAL TEXAS  
FOOD BANK

HUNGER  
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Every action, big or small, plays a crucial role in our mission to end hunger in Central Texas. This Hunger Action Month, your involvement can help provide immediate relief and support long-term solutions for those in need. Whether through advocacy, volunteering, or simply spreading the word, your efforts contribute to a future where everyone in our community has access to the nutritious food they deserve. Let's unite, take action, and bring us closer to a hunger-free Central Texas.

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