

FOOD SHOULDN'T BE AN IMPOSSIBLE CHOICE

HOW WILL YOU CHOOSE TO END HUNGER?



centraltexasfoodbank.org/ham

2022 TOOL KIT

HUNGER ACTION MONTH

MEMBER OF
FEEDING
AMERICA

IMPOSSIBLE CHOICES

About 80 percent of our clients report having to choose between paying for food and paying for medicine or medical care.



FOOD SHOULDN'T BE AN IMPOSSIBLE CHOICE

For many, a daily meal is a simple choice of what to eat. But for people facing hunger, a daily meal poses a very different type of choice. It's often an impossible choice between food or other crucial needs, such as electricity, childcare or medicine. Make the choice to participate in Hunger Action Month and together we can eliminate hunger.

WHAT IS HUNGER ACTION MONTH?

As part of a nationwide initiative created by Feeding America®, Hunger Action Month® takes place throughout September and is designed to raise awareness about the issue of hunger in America. In Central Texas, more than 437,000 individuals don't know from where they will get their next meal. Hunger Action Month is your opportunity to be a part of a month-long movement that has a real and lasting impact on our mission of nourishing hungry people in Central Texas.

WHAT IS HUNGER ACTION DAY?

September 23rd is Hunger Action Day — a day where collective efforts across the country are focused for greater impact.

GO ORANGE

Orange is the color of hunger relief. This Hunger Action Month, show your support for your neighbors in need by wearing orange when you volunteer and turning your social media orange.

IMPOSSIBLE CHOICES

What if you had to choose between buying groceries or paying the electric bill? What would you do?



HOW WILL YOU CHOOSE TO FIGHT HUNGER

For millions of people in America, a daily meal isn't a choice between different dishes. It's a choice between food or other crucial needs—like medicine, electricity or childcare. Your actions during this month-long movement have a lasting impact on our mission to nourish hungry people in Central Texas. Here's some simple, fun ways to get involved.



START A VIRTUAL FOOD DRIVE

Create an [online fundraising page](#) on our website. Hosting a virtual food drive is the best way to raise meals for the Central Texas Food Bank. Instead of collecting cans and boxes of food, virtual food drives collect funds. The dollars you raise then go directly to helping feed our neighbors.



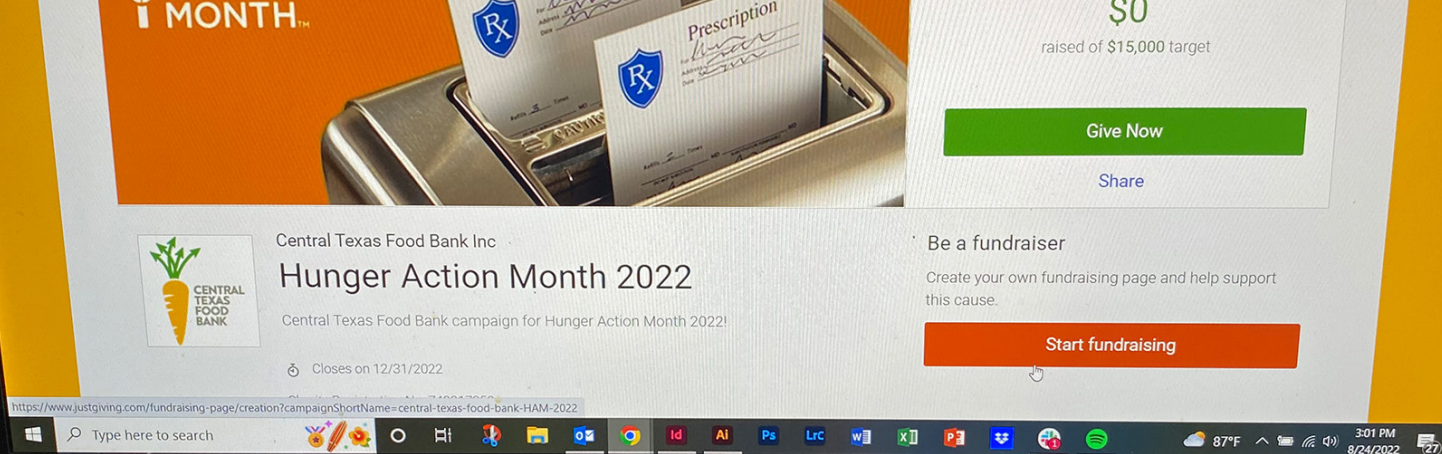
ARRANGE A VOLUNTEER DAY

Volunteers are the heart and soul of the Food Bank. We have weekday and weekend volunteer opportunities—perfect for individuals and groups—helping prepare food donations for distribution and distributing food at mobile food pantries. [Sign up today!](#)



GO ORANGE ONLINE

Use our [digital toolkit](#) to add orange elements to your social media pages. Dress in orange and post to spread awareness and encourage donations to support our mission.



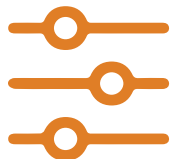
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GETTING STARTED

Scan the QR code or visit bit.ly/ham-2022
Click on Start Fundraising and follow the instructions on the screen to create an account.



CUSTOMIZE YOUR PAGE

Make your page unique by adding a photo and sharing why feeding Central Texas families is important to you. Set a goal to customize your progress bar.



SPREAD THE WORD

Share your fundraiser with friends, family and coworkers through e-mail and social media using your unique URL. Check out our email and social media templates for ideas.



THANK DONORS

Thank everyone who supported your fundraiser. Check out our How to Thank Donors guide for templates and ideas.

GO ORANGE ON SOCIAL MEDIA

Use our digital toolkit to add orange elements to your social media pages. Dress in orange and post to spread awareness and encourage others to support our mission.

FACEBOOK/INSTAGRAM

Sample Post (fundraiser)

Electricity or food? Food should never be an impossible choice. This #HungerActionMonth I am fundraising to end hunger in Central Texas. Choose to end hunger and support our virtual food drive. Every \$1 = 4 meals for the Central Texas Food Bank! [insert link to online fundraiser]

Sample Post (awareness)

Food or medicine? Food should never be an impossible choice. September is #HungerActionMonth and I was shocked to learn 1 in 7 Central Texans are at risk of hunger. Just signed up to volunteer at the Central Texas Food Bank to help feed my neighbors. How will you choose to end hunger?

TWITTER

Sample Post (fundraiser)

Electricity or food? Food should never be an impossible choice. Choose to end hunger and support our virtual food drive for @ctxfoodbank. [insert link to online fundraiser]

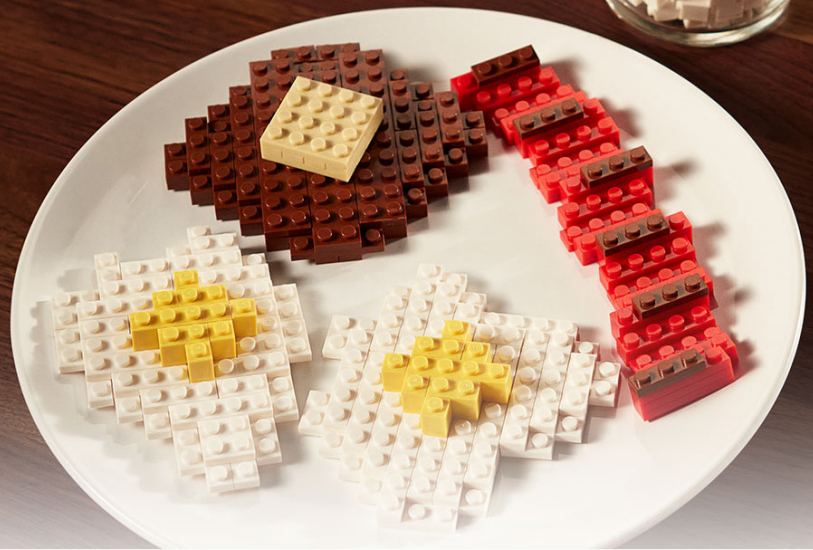
Sample Post (awareness)

Food or medicine? Food should never be an impossible choice. I am choosing to volunteer at @ctxfoodbank to end hunger in our community. How will you choose to end hunger?



HUNGER FACT

34% of Food Bank clients are children and teens.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<h2>30 WAYS IN 30 DAYS</h2> <p>September is Hunger Action Month, a nationwide initiative designed to mobilize YOU to take action against hunger. Here are 30 ways you can take action this month.</p>				September 1	September 2	September 3
				<p>Take the Hunger Action Month Pledge here.</p> <p><i>name</i> </p>	<p>Dine at a participating Austin Restaurant Weeks restaurant Sept 1-11. Proceeds benefit the Food Bank!</p>	<p>Share the 30 Ways in 30 Days calendar with friends and family.</p>
4	<p>Labor Day 5</p> <p>Have leftover, unopened food from holiday grilling? Donate it!</p>	6	7	8	9	
<p>Follow us for the latest updates on the fight against hunger. Facebook Twitter Instagram</p>		<p>Start a virtual food drive.</p> <p>Every \$1 = 4 meals for your neighbors in need!</p>	<p>Turn your social media orange for Hunger Action Month! Download graphics or wear orange in your pics.</p>	<p>Donate at the register when you shop at your local Randalls during their Nourishing Neighbors campaign.</p>	<p>Help prepare meals by volunteering in our Community Kitchen.</p>	<p>Enjoy a three-course dinner for a cause at Ploughman's Picnic presented by Field Guide Festival</p>
11	12	13	14	15	16	17
<p>Sample hundreds of Central Texas' hottest salsas at the 32nd Annual Hot Sauce Festival, which benefits the Food Bank.</p>	<p>Learn more about how the Food Bank is helping individuals like Jean. Read her story and share with friends.</p>	<p>Show off your Food Bank pride, and help fight hunger, when you buy items from our merch store.</p>	<p>Check out our Instagram reel and share with friends.</p>	<p>Download our Hunger Action Month coloring sheet for kids—and adults—to enjoy.</p>	<p> Tweet your elected officials and tell them food shouldn't be an impossible choice.</p>	<p>Donate at the register when you shop at your local H-E-B store during their Help End Hunger campaign.</p>
18	19	20	21	22	23	24
<p>Stop by El Mercado for brunch and live music from the Purgatory Players and make a donation to fight hunger.</p>	<p>Did you know 1 in 5 children in Central Texas is at risk of hunger? Visit our Facebook to share.</p>	<p>Bring your lunch from home and Feed it Forward by donating what you saved. Just \$10 = 40 meals!</p>	<p>Support the Food Bank while enjoying the outdoors by volunteering in our garden.</p>	<p>Start your holiday shopping early! Every \$10 spent at BoxLunch.com provides one meal for someone in need.</p>	<p><i>It's Hunger Action Day!</i> Wear orange when you volunteer for a chance to win a prize from our merch store.</p>	<p>Make sure you're registered to vote! Advocacy is an important part of fighting hunger.</p>
25	26	27	28	29	30	
<p> Browse the recipes on our website and pick one your family can make together.</p>	<p>Buy an Austin Java collaborative YETI mug to create 20 meals for your neighbors and get free drip coffee for life.</p>	<p>Learn more about how the Food Bank is helping individuals like Julius. Read his story and share with friends.</p>	<p>Eat out for good. Every slice of Basque cheesecake from Cheesecake factory benefits the Food Bank.</p>	<p>Serve clients by volunteering at a Mobile Food Pantry near you.</p>	<p>Get your tickets for Lucktober Fest to keep fighting hunger next month.</p>	