

HUNGER ACTION MONTH™



2015 | ENGAGEMENT OPPORTUNITIES



WHAT IS HUNGER ACTION MONTH™ (HAM)?

September is Hunger Action Month—the Feeding America® network’s nationwide awareness campaign designed to mobilize the public to take action on the issue of hunger. The campaign brings attention to the reality of food insecurity in the United States and promotes ways for individuals across the U.S. to get involved in the movement to help end hunger. Hunger Action Day®, which is the first Thursday in September, is a day where efforts across the country are focused for greater impact. Hunger exists in every county in the U.S., affecting 49 million Americans, including 16 million children. The Feeding America network believes that hunger is solvable and we’re leading the fight to end it. You can help by mobilizing your community. We all have a role to play in getting food to our neighbors in need.

FEEDING AMERICA’S HAM 2014 RESULTS

Objective: Generate awareness for the issue of hunger in America, Feeding America and our network of 200 food banks

- Garnered nearly 2 billion campaign media impressions through PR and communication efforts, including support from corporate partners and Feeding America’s Entertainment Council—an increase of 29% over 2013
- Major placements including the TODAY show, The New York Times, Fox Sports and Everyday with Rachael Ray
- More than 8,300 actions taken through the Facebook app to drive engagement. Feeding America’s digital strategy increased click-throughs by 71% over 2013

Objective: Motivate action around the issue of hunger

- For the third year in a row, Feeding America obtained 100% network participation

NEW FOR 2015: SPOONTEMBER™

This September, Feeding America will make a spoon the icon for Hunger Action Month. From social activation to print ads, the spoon will be our means to educate the public on the issue of hunger and get them involved in Hunger Action Month this “Spoonتمبر.”

We will inspire participation across the nation by asking influencers, celebrities, partners, food bank staff and volunteers to take spoon selfies of themselves balancing a spoon on their nose to share on their social channels with the hashtag #Spoonتمبر and a hunger statistic.



1 in 6 people struggles with hunger in America.

FEEDING AMERICA’S HAM 2015 PARTNER ASSETS

- Hunger Action Month logo
- Email signature template
- Hunger Action Month case studies
- Hunger Action Month flyer/overview for distribution
- Social media toolkit: Shareable content, graphics and customizable Spoonتمبر assets

FEEDING AMERICA’S HAM 2015 PLANS

- In Market Dates: **September 1-30, 2015**
- Key Dates: **Thursday, September 3rd is Hunger Action Day®**
- Key Messaging: **Hunger Action Month™**
Spoonتمبر™
Turn Orange for Hunger Relief™

FEEDING AMERICA'S HAM 2015 ACTIVATION THOUGHT STARTERS

DONATE

- Make a significant product donation in support of Hunger Action Month
- Lend your company's Facebook/Twitter status and donate your company's voice to hunger any day in September

EMPLOYEE ENGAGEMENT

- Encourage all employees to join the fight against hunger—donate, volunteer, advocate
 - **Encourage employees to visit www.FeedingAmerica.org/HungerActionMonth**
- Host a “lunch and learn” on hunger in America and invite your local food bank to participate
- Post Hunger Action Month signs in lobbies, break rooms, cafeterias
- Change your corporate email signature to include a message about Hunger Action Month
- Create and distribute Hunger Action Month items to employees—stickers, pins, posters, post-it notes, t-shirts, bracelets, orange spoons
- Develop an internal competition to encourage participation—who can balance a spoon on their nose the longest or who challenges the most friends to participate in Spontember, best Hunger Action Day outfit or flair, most volunteer hours, etc.

SPREAD THE WORD

- Invite the executive director from your local food bank to come speak at a company event
- Leverage Feeding America provided and customizable assets on your company's social media channels and challenge your company's followers to take spoon selfies in support of Spontember. Encourage them to challenge their friends
- Ask your CEO to send a letter to employees and key customers encouraging participation in Hunger Action Month
- Integrate Hunger Action Month messaging into internal and external communications for the month of September
- Participate in Feeding America social media conversations
- Consider what marketing assets/communication channels your company can lend to Hunger Action Month 2015
 - Social media channels (Facebook, Twitter, Pinterest, Instagram)
 - Employee-facing communications
 - Company and brand websites
 - Remnant media and added-value (print, online, TV, outdoor)
 - On site/in store (marketing collateral, point of sale, video, employee uniforms, bags/packages)
 - Email signatures
 - E-newsletters
 - Intranet portal

TURN ORANGE 2015 ACTIVATION THOUGHT STARTERS

- Turn the buildings, fountains and other structures on your corporate campus orange for the month
- Encourage all employees to wear orange on September 3rd, 2015 **HUNGER ACTION DAY** in support of hunger-relief
- Host internal, cross-departmental competition for most creative **HUNGER ACTION DAY** celebration
- Integrate an orange spoon in support of Spontember—host a potluck of orange recipes/dishes and use orange spoons, encourage your employees to take a spoon selfie and post to their social media accounts with a hunger statistic while challenging a friend to do the same!
- Celebrate **HUNGER ACTION DAY** once a week during the month of September