



HUNGER 2017 EVENT IDEAS

AWARENESS WEEK

September 18 - 22 | hungerawarenessweek.ca | [#hungerweek](https://twitter.com/hungerweek)

COMMUNITY PROMOTION

Social media campaign

The influential power that social media “word of mouth” can wield is impressive and can build excitement and a real sense of community for this campaign. Ask as many people in your network as possible to like and share the Hunger Awareness Week shareables and your social media posts on Facebook and Twitter. Let’s use the power of social media to our advantage.

- 1. Share social assets:** Ask volunteers, partners, patrons and employees to like and share Hunger Awareness Week social media posts on Facebook and Twitter.
TIME REQUIRED 5 MINUTES
START PLANNING 1 WEEK IN ADVANCE
MATERIALS NEEDED SOCIAL MEDIA PAGE
- 2. Send a short email** to supporters one week before Hunger Awareness Week outlining the importance of the campaign to the community and ask them to share shareables on their social media pages.
TIME REQUIRED 5 MINUTES
START PLANNING 1 WEEK IN ADVANCE
MATERIALS NEEDED EMAIL ACCOUNT
- 3. Send a reminder email** on the first day of the campaign asking supporters to donate as much time, money and food as they can.
TIME REQUIRED 10 MINUTES
START PLANNING 1 DAY IN ADVANCE
MATERIALS NEEDED EMAIL ACCOUNT
- 4. Use other assets** like the web banners throughout your website and ask supporters to add these to their sites
TIME REQUIRED 30 MINUTES
START PLANNING 1 WEEK IN ADVANCE
MATERIALS NEEDED WEBSITE, EMAIL ACCOUNT
- 5. Thought-bubble selfies:** Ask volunteers and supporters at the food bank to post selfies with their thought-bubble message on Facebook, Instagram and other social media sites with the hashtag #hungerweek. Ask them to encourage their social media followers to post their own Hunger Awareness Week selfies with thought-bubbles in response, or messages of support on their Facebook walls with the campaign hashtag.
TIME REQUIRED 20 MINUTES
START PLANNING 1 WEEK IN ADVANCE, ALSO THROUGHOUT CAMPAIGN
MATERIALS NEEDED SOCIAL MEDIA PAGE, WHITE PAPER, SCISSORS, BLACK MARKER, TAPE

Poster campaign

Display the Hunger Awareness Week poster everywhere possible in your local food bank. In addition, call on your local community – retailers, coffee shops, restaurants, churches, schools, etc. to see if they will let you hang one in their location, too. It's a great way to get the community involved.

- 1. Download and print** campaign posters from hungerawarenessweek.ca/toolkit/
- 2. Visit retailers:** One week before the beginning of the campaign, ask food bank volunteers to visit retailers, coffee shops, restaurants, churches and schools around the food bank, as well as in areas near where volunteers live and work, to ask for permission to display a Hunger Awareness Week poster.
- 3. Solicit food and fund donations:** Use this opportunity to provide literature about your food bank to businesses– whether they can support your food bank during the campaign week through a food drive or fundraising campaign.

TIME REQUIRED 3-4 HOURS

START PLANNING 1 WEEK IN ADVANCE

MATERIALS NEEDED COLOUR PRINTER OR LOCAL PRINTING SHOP

COMMUNITY ENGAGEMENT EVENTS

Skip-a-Meal/Give-a-Meal

Ask your local community and donors to be an active participant in Hunger Awareness Week and to show their support. Here are some great ways to engage them.

- 1. Pick a day** (or days) during Hunger Awareness Week for supporters to skip a lunch or dinner and donate the equivalent funds to their local foodbank.
- 2. Send a short email** to supporters one week before Hunger Awareness Week outlining the importance of the campaign to the community. Ask them to either skip a meal as many times as possible during the week, then donate the equivalent of those skipped meals to the food bank. Ask them to post a message on their Facebook wall announcing that they are skipping a meal in support of Hunger Awareness Week. Encourage the use of hashtag **#hungerweek**
- 3. Send a reminder email** on the first day of the campaign promoting and reminding supporters of your address and hours of operation.

TIME REQUIRED 30 MINUTES

START PLANNING 1 WEEK IN ADVANCE

MATERIALS NEEDED SOCIAL MEDIA PAGE, EMAIL ACCOUNT

Share your thoughts activity

The heart of the Hunger Awareness Week campaign this year is encouraging people to re-examine what they think they know about hunger in Canada. This is visually represented through a thought bubble icon. Utilise this icon wherever you can to spread the word.

- 1. Create a thought-bubble wall:** Use the simple thought-bubble template (link xx) from white construction paper to mimic the Hunger Awareness Week campaign icon and ask volunteers, staff and people who use the food bank, to write simple messages of hope, or a thought about hunger in your community. Then affix and display these messages in a prominent location, covering the wall throughout Hunger Awareness Week.
- 2. Thought-bubble selfies:** Ask volunteers and supporters at the food bank to post selfies with their thought-bubble message on Facebook, Instagram and other social media sites with the hashtag **#hungerweek**. Ask them to encourage their social media followers to post their own Hunger Awareness Week selfies with thought-bubbles in response, or messages of support on their Facebook walls with the campaign hashtag.

TIME REQUIRED 20 MINUTES

START PLANNING 1 WEEK IN ADVANCE, ALSO THROUGHOUT CAMPAIGN

MATERIALS NEEDED SOCIAL MEDIA PAGE, WHITE PAPER, SCISSORS, BLACK MARKER, TAPE

Lunch bag

Give out paper lunch bags to passersby as if free lunches are being given away. The bags, however, will be empty except for an insert explaining Hunger Awareness Week which raises awareness about hunger in the community. This one is also simple to execute.

- 1. Buy paper lunch bags** from your local dollar store or other grocery retailer. These bags can be branded with Hunger Awareness Week and your food bank logo.
- 2. Print out buck slip/letter** or shareable images and insert one into each lunch bag.
- 3. Give out lunch bags** in a busy part of your town to passersby throughout the campaign week to raise awareness about the campaign and hunger in your community.
- 4. Invite passersby** to visit the food bank to volunteer or to find out more...

TIME REQUIRED 4 HOURS

START PLANNING 2-3 WEEKS IN ADVANCE

MATERIALS NEEDED LUNCH BAGS, STAFF TO HAND OUT BAGS, PRINTED BUCK SLIP

MEDIA/GOVERNMENT ENGAGEMENT

Lunch and learn / Media event

Hunger Awareness Week is the ideal time to share and educate our community on the seriousness of our mission. Invite the media, government officials and the public to attend an informal lunch. Then share what we know about the people who go hungry in our community and country, the latest research on hunger and poverty (HungerCount), and what steps can be taken to help.

Consider creating a meal made from items most typically shared by your food bank.

TIME REQUIRED 6 HOURS

START PLANNING 2-3 WEEKS IN ADVANCE

MATERIALS NEEDED EMAIL ACCOUNT, AREA TO HOST LUNCH, KITCHEN TO PREPARE LUNCH, INVITATIONS

For more detail, see below:

- 1. Contact local community and government leadership** (federal, provincial and municipal), as well as the media and public at large to attend an informal lunch.
- 2. Print out posters** and other hunger-related information (e.g., statistics provided in the social media shareables) and prominently display them in the lunch and learn area.
- 3. Give a short presentation.** During the presentation introduce the Hunger Awareness Week campaign, outline common misconceptions about Canadians who are going hungry, the latest research on hunger and poverty in your city and province, and what positive steps can be taken.
- 4. Ask them to participate in the Share Your Thoughts activity** and provide them with thought bubbles to fill out, then share as a selfie with hashtag **#hungerweek**

Government leader outreach

Send postcards prior to Hunger Awareness Week to raise awareness with local government and community leaders, as well as provincial and federal government representatives, asking them to speak in public forums or legislatures about Hunger Awareness Week. Here are some simple things you can do to help encourage them to do so.

TIME REQUIRED 2 HOURS

START PLANNING 4 WEEKS IN ADVANCE

MATERIALS NEEDED PRINTER, CARDSTOCK, STAMPS, ADDRESSES OF PROMINENT GOVERNMENT AND COMMUNITY LEADERS, EMAIL ACCOUNT

- 1. Print out and mail** Hunger Awareness Week postcards one month prior to the campaign to raise awareness with local government and community leaders, including provincial and federal representatives.
- 2. Contact leader offices** directly, by phone or email, asking them to speak in public forums or their legislatures about Hunger Awareness Week and the challenge of hunger.
- 3. Ask them to make a comment on social media** or use shareables on their Facebook or other social media pages using hashtag #hungerweek. Repost or share their related posts.

Proclamation

- 1. Customize** the Proclamation Letter found on website toolkit.
- 2. Send it** to all prominent government in your municipality and province
- 3. Invite** them to participate in the share your thoughts activity, using the hashtag #hungerweek to elevate the campaign. Repost or share their social posts.

TIME REQUIRED 2 HOURS

START PLANNING 3 WEEKS IN ADVANCE

MATERIALS NEEDED SOCIAL MEDIA PAGE, EMAIL ACCOUNT, PAPER, PRINTER, ENVELOPES, STAMPS