

## 2023 Hunger Action Month Campaign Strategy

### Summary

This strategy is based on the Hunger Action Month® toolkit provided to partner food banks by Feeding America. Hunger Action Month is an annual nationwide month of action, taking place every September. September 15 is designated as Hunger Action Day and serves as a day in which collective efforts nationwide are focused for greater impact.

### Goal

To spread awareness and inspire everyone to join the movement to end hunger.

### Audiences

- **GLFB Staff:** Focus on frequent and fun engagement to encourage participation in Hunger Action Month activities (ex. wearing orange on Hunger Action Day, participating with whiteboard message activity) and share GLFB messaging via social media and with friends and family; encourage celebration of GLFB's community impact and each staff member's individual impact/inspiration for the work.
- **GLFB Board Members:** At least one engagement at the end of August sharing GLFB's plans for the month/the goal of Hunger Action Month and suggested board engagement (ex. sharing GLFB social media posts, wearing orange throughout the month and especially on Hunger Action Day); at least two engagements throughout the month of September (ex. sharing press release ahead of Hunger Action Day, invitation to share their personal motivations for serving on the GLFB board for us on social media).
- **GLFB Donors:** Thematic return throughout September in donor communications to emphasize impact and importance of supporting the fight to end hunger in mid-Michigan; encourage donor participation in Hunger Action Month through activities like wearing orange throughout the month and on Hunger Action Day, sharing GLFB social media and sharing their own motivations to donate via social media and tagging GLFB.
- **GLFB Volunteers:** Like donors, volunteer communications should emphasize the impact and importance of volunteers' work supporting the fight to end hunger in mid-Michigan; volunteers should be encouraged to wear orange during their shifts in September, add their name to the pledge wall using provided templates, share GLFB social media and share their own motivations to volunteer via social media and tagging GLFB.
- **General Public:** Communications to the public should focus on awareness-building and encouragement to engage with GLFB, particularly emphasizing that now is the perfect time to volunteer or donate if you haven't previously. The public can also be encouraged to help spread awareness and action around hunger by wearing orange and sharing GLFB's social media posts.
- **Local Media:** At least two engagements to general media outreach list including August Farm Bill/Hunger Action Month kick-off op-ed submission to Lansing State Journal and press release ahead of Hunger Action Day on September 15; identify appropriate targeted follow-up list for increased likelihood of earned media.

## Key Messages

- When people are fed, futures are nourished.
- 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 mid-Michigan alone, 81,690 people — including 15,520 children — experience food insecurity.
- Every action, big or small, is one step closer to an America — and mid-Michigan — where no one is hungry.
- Join the movement to end hunger by donating, volunteering or advocating throughout September and beyond.
- This month, Congress will vote on two key pieces of legislation that affect many federal nutrition and agriculture programs: the Farm Bill, which is voted on every five years and determines the state of SNAP and TEFAP, and the Farmers Feeding America Act of 2023, a new bill which proposes increased funding for TEFAP and increased flexibility to serve geographically isolated areas. These bills are critical to maintain strong federal food assistance support to complement the work of food banks like GLFB.

## Communication Modes & Channels

### Social Media

Social media is a primary driver of this strategy, owing to its expedience and broad reach. Each social media communication should include the hashtags [#HungerActionMonth](#) and [#TheFullEffect](#) to tie back to Hunger Action Month as a whole and specifically the Full Effect PSA campaign from Feeding America, of which this year's Hunger Action Month campaign is an extension.

Additionally, posts should include a tangible call to action for viewers, which can be as simple as “wear orange throughout the month/on Sept. 15 to show your support for our vision of a hunger-free community!” or more direct like “donate today to support the fight against hunger” or “volunteer with GLFB to support our work keeping mid-Michigan neighbors nourished.”

Feeding America is also using the timing of Hunger Action Month as an opportunity to promote the renewal process of the Farm Bill and the new Farmers Feeding America Act. Posts related to these legislative priorities should take care to clearly emphasize their intent as awareness-building rather than explicit calls to action (ex. “call your senator now!”).

Hunger Action Month-specific posts should generally fall within one of the below categories and should include a subtle call back to Hunger Action Month, when appropriate.

For posts that are more **information/awareness focused**, content ideas include:

- Hunger statistics showcasing scope of food insecurity in mid-Michigan/nationwide and the importance of action.
- Program statistics showcasing the impact of GLFB's work (ex. households/neighbors served, change in service numbers compared to previous year).
- Information on the Farm Bill and Farmers Feeding America Act and how they support the fight to end hunger by strengthening federal programs like SNAP and TEFAP.

Posts should also include a copy tie-back to the “full effect” of addressing food insecurity and how it enables neighbors to succeed in other aspects of life when hunger is no longer a barrier.

The second post should focus on **the people of GLFB** and include content like:

- Reel featuring images or short videos of staff with their filled-out whiteboard plates.
- Images featuring board/volunteers/donors/staff testimonials about their personal commitment to ending hunger in mid-Michigan/why they support GLFB.
- Partner agency testimonials on first-hand experience of impact of GLFB programs and food pantry access.
- Post sharing kick-off op-ed and press release ahead of Hunger Action Day.

Content development should also take into consideration audience segments most prevalent on each platform. Additional content considerations by platform include:

### **LinkedIn**

- Content should relate Hunger Action Month themes to topics around workplace culture and professional enrichment (ex. how having access to nutritious food helps workers thrive).
- Note the possibility of employer match programs to maximize donation impact.
- Showcase recent corporate volunteer events/donations (ex. Dykema birthday kits, Jackson volunteer sessions, Meijer donation, etc.).
- Ideal place to share GLFB employee stories about why they value working at the food bank, their own perspective on the importance of ending hunger, etc.

### **Facebook**

- Content should focus more on neighbor/agency stories and the human impact of hunger in mid-Michigan. Voice can also be more relaxed than LinkedIn.
- Showcase volunteers, staff and agency stories more so than donors (ex. Volunteer of the Month, staff with plate declarations, LPSD hot meals prep, etc.).
- Best place for a wide variety of content types (links, images, video, etc.).

### **Instagram**

- Like Facebook, content should focus more on neighbor/agency stories and the human impact of hunger in mid-Michigan. Voice can also be more relaxed than LinkedIn.
- Showcase volunteers, staff and agency stories more so than donors (ex. Volunteer of the Month, staff with plate declarations, LPSD hot meals prep, etc.).
- Great place to experiment with video like compilation Reels and other short-form video.
- Stories feature will be good for sharing multiple quick statistics/by the numbers content.
- Not ideal to share links beyond inclusion of Hunger Action Month landing page in Linktree.

### **Twitter**

- Post frequency can be reduced in comparison to other platforms, especially owing to a need to reestablish consistent presence more generally.
- Content should focus most on link sharing and quick facts versus longer storytelling.

## Hunger Action Day: Sept. 15

Hunger Action Day itself will serve as a day-long mini campaign of its own in which communications — primarily social media — are particularly saturated. A post the day before Hunger Action Day on Sept. 15 should remind the audience to wear orange and tag GLFB along with the Hunger Action Month hashtag in support of the fight against hunger.

Other content ideas to keep social media active throughout the day can include:

- Frequent statistic sharing via Instagram/Facebook stories.
- Sharing the co-branded :30 The Full Effect PSA.
- Individual staff, donor, board, volunteer testimonials.

## Traditional Media

Traditional media engagement will consist of an awareness press release in the week leading up to Hunger Action Month and the Farm Bill/Farmers Feeding America Act op-ed in the week prior or first week of the month.

If possible, intentional one-on-one outreach to individual media contacts could help augment traditional media reach. Some ideas of who to focus on are:

- Rae Sherman, WLNS morning reporter
- Susan Vela, LSJ local news editor
- Amaya Kuznicki, WILX multimedia journalist

## Landing Page

The website landing page serves as a universal point of contact when directing traffic from social posts and via traditional media engagements like the awareness press release. This landing page should include a brief overview of Hunger Action Month and Hunger Action Day, GLFB's boilerplate and links to earned media and featured stories of volunteers, staff, agencies/neighbors and donors.

## Email

Regular email communications like the weekly Nourishing Notes donor newsletter and Garden Project newsletter and monthly volunteer newsletter should include regular mention of Hunger Action Month throughout September and possibly include a specially-designed header image throughout the month.

A Hunger Action Month signature template will be made available for use by all staff for the month. Additional emails specific to Hunger Action Month should include:

### Monday, Aug. 28

- Announcement/kick-off email to staff to remind staff of the purpose of the month and introduce engagement activity opportunities.
- Informational email to board to remind members of the purpose of the month, provide an overview of planned activities and invite testimonials from board members about their motivation to be involved with the food bank.

### Wednesday, Sept. 13

- Hunger Action Day reminder email to staff — remember to wear orange, specific engagement activities for the day, etc.

## Friday, Oct. 6

- Campaign recap emails to staff and board to share successes/highlights and thank everyone for their participation.

## Staff Engagement

Staff engagement activities throughout the month are essential for both curation of people-centered content and helping staff feel excited and included in these efforts to promote GLFB's work. Each week should have at least one engagement activity for staff to participate in as desired. Ideas for these include:

- Hunger Action Day contest and awards for people who wear the most orange and/or most creative use of orange in an outfit.
- Mini staff food drive of orange foods/foods with orange packaging.
- Invitation to complete whiteboard "What I can do when I'm not hungry" plates.
- Group volunteer shift in the volunteer center.
- Invitation to share personal story/testimonial about why they work at the food bank, why the fight against hunger matters to them, etc.

## Content Calendar

### Week 1: Aug. 28 – Sept. 3

#### Monday, Aug. 28

- Kickoff email to staff
- Informational email to board
- Hunger Action Month webpage goes live

#### Friday, Sept. 1

- Kickoff social media posts (Facebook, Instagram, LinkedIn, Twitter)
  - Denzel Valentine donation spotlight
  - What is Hunger Action Month/why is it important?
  - Full Effect tie-back — What can you do when you aren't worried about being hungry?
  - Link to Hunger Action Month landing page

#### Sunday, Sept. 3

- Ideal Farm Bill / FFA Act op-ed publish date

### Week 2: Sept. 4 – 10

#### Full week

- Gather staff plate testimonials

#### Tuesday, Sept. 5

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Story spotlight: LPSD Lansing Student Development Program
  - Highlight Cristo Rey as partner agency
  - Link to story page on website

## **Thursday, Sept. 7**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Story Spotlight: Downtown Food Fight
  - Highlight DLI as partner / Lift Up Local tie-in
  - Donations / host a food drive CTA

## **Week 3: Sept. 11 – 17**

### **Full week**

- Orange foods staff food drive
- Gather staff plate testimonials

## **Monday, Sept. 11**

- Gather agency plate testimonials at receiving dock

## **Tuesday, Sept. 12**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Story spotlight: WSK volunteer session and open house / Weekend Kits
  - Child hunger statistic / highlight in copy
  - Instagram story: Video of child hunger statistics?
  - Link to volunteer sign up page

## **Wednesday, Sept. 13**

- Press release and individual media follow-ups
- Hunger Action Day reminder email to staff

## **Thursday, Sept. 14**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Hunger Action Day reminder
  - Feeding America flyover recap?
  - Farm Bill / FAA Act awareness focus — link to op-ed (if available)
  - Facebook and Instagram: tie copy into Canto story (farmer / rural focused?)
  - LinkedIn: Tie into why legislative awareness is important

## **Friday, Sept. 15 — Hunger Action Day**

- Social media posts (Facebook, Instagram, LinkedIn, Twitter)
  - Facebook, Instagram, LinkedIn: Staff / board / agency quote testimonials and/or plate testimonials
  - Instagram story: Video of hunger statistics / GLFB impact statistics
  - All platforms: Co-branded :30 Feeding America PSA
- Orange apparel contest (most orange, most creative use of orange)

## **Week 4: Sept. 18 – 24**

### **Tuesday, Sept. 19**

- Social media (Facebook, Instagram, LinkedIn, Twitter)
  - Story spotlight: Jackson National Life / Auto Owners Insurance volunteer session
  - Facebook and Instagram: Neighbor / community impact focused
  - LinkedIn: Reminder of corporate volunteer / employer match programs
  - Link to story page on website

### **Thursday, Sept. 21**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Facebook and Instagram: Grow & Give / Garden Project spotlight
  - Empowering effect of growing your own food

## **Week 5: Sept. 25 – Oct. 1**

### **Tuesday, Sept. 26**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Story spotlight: Immanuel Community Reformed Church mobile food pantry
  - Link to story page on website

### **Thursday, Sept. 28**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Volunteer testimonials word cloud / benefits of volunteering
  - Link to volunteer sign up page on website

### **Saturday, Sept. 30**

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Thank you for participating in Hunger Action Month
  - Encouragement to keep engaging in the fight against hunger
  - Updates on Farm Bill / FFA Act legislative process, if any
  - Link to Hunger Action Month page

## **Week 6: Oct. 2 – 7**

### **Friday, Oct. 6**

- Email to staff and board thanking them for participation and sharing campaign highlights
- Social media post (Facebook, Instagram, LinkedIn, Twitter)
  - Thank you for participating! Donations / meals raised; volunteer hours completed
  - Reminder the fight against hunger continues / CTA to donate, volunteer, etc.
  - Link to Hunger Action Month page

## Content Development Needs

### Writing

#### Story Spotlights

- LPSD hot meal prep
- WSK volunteer session / open house
- Downtown Food Fight
- Board member mobile distribution

#### Media

- Press release
- Op-ed

#### Email

- Kickoff emails for staff and board
- Hunger Action Day reminder email for staff
- Recap email for staff and board

#### Website

- Landing page copy
- Link curation
  - Story spotlights
  - Volunteer and donate links
  - Media curation (if applicable)

#### Social media

- All relevant post copy

### Design

#### Email

- Newsletter headers (Nourishing Notes, volunteer, Garden Project(?))
- Staff email signature template

#### Website

- Banner image
- Page layout

#### Social media

- Graphic templates for Facebook / LinkedIn, Instagram and Twitter
- Cover photo design for Facebook, Twitter and LinkedIn



## Assessment

Because the primary goal of this campaign is increasing audience awareness of GLFB and the movement to end hunger, assessment metrics will focus on visibility and engagement.

### Visibility

#### Reach

Measures the number of unique audience members that view each post. This metric helps measure how many individuals each post lands in front of and is helpful in tracking audience growth.

Platform	Meets expectations – Avg.	Exceeds expectations – Avg.
Facebook	730 (+12*)	750 (+32)
LinkedIn	470 (+8)	480 (+18)
Instagram	170 (+9)	180 (+19)
Twitter	N/A	N/A

\*Compared to 2022 average

#### Impressions

Measures the total number of times a post is viewed and can include multiple views by one person. This metric also measures content views but can better measure the effectiveness and popularity of content by assessing the average number of times a single post is viewed by an individual.

Platform	Meets expectations – Avg.	Exceeds expectations – Avg.
Facebook	N/A	N/A
LinkedIn	755 (+7)	765 (+17)
Instagram	190 (+10)	200 (+20)
Twitter	75 (+5)	80 (+10)

### Engagement

#### Total engagement

Measures all engagement types: Reactions/likes, comments, shares/reposts and link clicks.

Platform	Meets expectations – Avg.	Exceeds expectations – Avg.
Facebook	25 (+7)	30 (+12)
LinkedIn	70 (+4)	80 (+14)
Instagram	15 (+5)	25 (+15)
Twitter	2 (+1)	4 (+3)

#### Engagement rate

Measures total engagements divided by total reach (impressions in the case of Twitter since reach is unavailable for tracking).

Platform	Meets expectations – Avg.	Exceeds expectations – Avg.
Facebook	4% (+2)	8% (+6)
LinkedIn	10 (+2)	15 (+7)
Instagram	8% (+2)	12% (+6)
Twitter	2% (+1)	4% (+3)