

2024 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 10 is designated as Hunger Action Day and serves as a day in which collective efforts nationwide are focused for greater impact.

- [Feeding America Hunger Action Month Toolkit](#)

Goal

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

Audiences

- **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.
- **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).
- **Monetary donors:** Thematic return throughout September in monetary donor communications to emphasize impact and importance of supporting the fight to end hunger in mid-Michigan; encourage 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.
- **Time donors (volunteers):** Like monetary 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, 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 one engagement of press release issued the week of Aug. 26; identify appropriate targeted follow-up list for increased likelihood of earned media.

Key messages

- Let's end hunger together.
- When people are fed, futures are nourished.
- There's plenty of food in America; yet tens of millions of people still don't have the food they need to thrive.
- 1 in 7 people and 1 in 5 kids experience food insecurity — that's almost 100,000 people in mid-Michigan, including 22,290 children.
- Hunger is a challenge we can overcome.
- Every action, big or small, is one step closer to an America — and mid-Michigan — where no one is hungry.
- Every action counts — whether you donate, advocate, volunteer or spread the word online.
- Join the movement to end hunger by donating, volunteering or advocating throughout September and beyond.

Engagement 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 hashtag **#HungerActionMonth** and have a clear thematic connection to at least one of Feeding America's identified key messages.

Additionally, posts should include a tangible call to action for viewers, which can be as simple as “wear orange throughout the month/on Sept. 10 to show your support for our vision of a hunger-free community!” or more direct like “donate today and let's end hunger together” or “volunteer with GLFB to help feed people and nourish futures across mid-Michigan.”

Content standards

Hunger Action Month-specific posts should generally fall within one of the below categories.

- Information/awareness focused:
 - About Hunger Action Month/why it matters.
 - 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).
 - What a food bank is/how we work to address hunger at scale in our communities.
- Partner impact focused:
 - Food & resource donors — Combatting food waste through retail partnerships, cause marketing/corporate campaign spotlights, etc.
 - Time donors/volunteers — Highlighting importance of volunteers in advancing work, why volunteer with GLFB testimonials
 - Agency partners — First-hand accounts of impact of GLFB programs/partnership on hunger in our communities.
- People of GLFB focused:
 - “What I can do on a full stomach” whiteboard plate features from staff and board.
 - Meet the food bank/food bank role in the fight against hunger.

Copy 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.).
- Impact of workplace food and fund drives (how these efforts, while often smaller in scale, translate to large impact – the power of working together).
- Ideal place to share cause marketing opportunities/corporate partnerships and their impact.

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, 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, 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

- Content should focus most on link sharing and quick facts versus longer storytelling.

Graphics standards

Graphics design should emphasize GLFB's brand orange and feature the Hunger Action Month logo, GLFB logo and/or tree watermark and one of the three taglines featured on Feeding America assets:

- Join the movement to end hunger.
- Let's end hunger together.
- Together, we can end hunger.

Traditional media

Traditional media engagement will consist of an awareness press release on the state of hunger and why Hunger Action Month is important in the week leading up to Hunger Action Month. One-on-one follow up outreach should be conducted with the following:

- WILX
 - Amaya Kuznicki
 - DeAnna Giles
 - Marz Anderson
 - Erin Bowling
 - Ta’Niyah Jordan
- WLNS
 - Identify new contacts
- Fox 47 News
 - Asya Lawrence
 - Will Lemmink
 - Russell Shellberg

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, featured stories of volunteers, staff, agencies/neighbors and donors, a Hunger Action Month-specific donation page and other action items.

Email

Regular email communications like the weekly Nourishing Notes donor newsletter and Garden Project newsletter and monthly volunteer newsletter should include an orange Hunger Action Month feature box throughout September with information about how to participate and any upcoming initiatives (ex. Hunger Action Day).

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. 26

- 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.

Monday, Sept. 9

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

Friday, Oct. 11

- 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. Ideas for these include:

- Staff food drive of orange foods/foods with orange packaging — goal to beat last year's pounds raised of 83.
- Invitation to complete whiteboard "What I can do when I'm not hungry" plates.
- Group volunteer shift in the volunteer center.
- Staff breakfast or specially-scheduled meet and eat lunch on Hunger Action Day.
- Invitation to share personal story/testimonial through a Facebook/Instagram reel about why they work at the food bank, why the fight against hunger matters to them, etc.

Content & engagement calendar

Week 1: Aug. 26 – Sept. 1

Monday, Aug. 26

- Kickoff email to staff
- Informational email to board

Wednesday, Aug. 28

- Hunger Action Month webpage live.
- Press release and individual follow ups.

Friday, Aug. 30

- Kickoff social media (Facebook, Instagram, LinkedIn, Twitter)
 - Feeding America standard graphic
 - What is Hunger Action Month/why is it important?
 - **Join the movement to end hunger by donating, volunteering or advocating throughout September and beyond.**
 - Instagram/Facebook story with details on ways to take action.
 - Link to Hunger Action Month landing page.

Week 2: Sept. 2 – 8

Full week

- Gather staff plate testimonials.
- Orange food drive for staff.

Tuesday, Sept. 3

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
 - Scale of hunger in mid-Michigan:
 - 1 in 7 people experience food insecurity.

- In a country with more than enough food, this is unacceptable.
- **Instagram/Facebook story with more detailed stats:**
 - 1 in 7 people and 1 in 5 kids experience food insecurity
 - That's almost 100,000 people in mid-Michigan, including 22,290 children.
 - 22 and 44 percent increase compared to previous year, respectively.
- **There's plenty of food in America, yet tens of millions of people still don't have the food they need to thrive.**

Thursday, Sept. 7

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - **Story: Great Michigan Milk Drive recap/Kroger partnership highlight**
 - Pounds of dairy raised.
 - Kroger pounds donated in 2023.
 - How retail partnerships help reduce food waste.
 - **There's plenty of food in America, yet tens of millions of people still don't have the food they need to thrive.**

Week 3: Sept. 9 – 15

Full week

- Gather staff plate testimonials.
- Orange food drive for staff.

Tuesday, Sept. 10 — **Hunger Action Day**

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - **Full staff photo.**
 - Meet the Food Bank (adaptation of "Meet a Food Banker" series).
 - High-level overview of the role of a food bank in the fight to end hunger.
 - Link to About GLFB page.
 - Everyone has a role to play in the fight to end hunger.
 - **Let's end hunger together.**

Thursday, Sept. 12

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - 2024 volunteer impact so far (adaptation of "Volunteer of the Month" series) — pounds/meals?
 - Different ways to volunteer/importance of volunteering.
 - **Facebook/Instagram story with 2024 cumulative/month average individuals, groups, pounds/meals?**
 - **Let's end hunger together.**

Week 4: Sept. 16 – 22

Full week

- Gather staff plate testimonials.
- Orange food drive for staff.

Tuesday, Sept. 17

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
 - **Story: County fairs impact recap.**
 - Pounds raised/animals donated — individual fairs and collective.
 - **Small actions taken together create a powerful impact to end hunger in our communities.**

Thursday, Sept. 19

- Social media post (Facebook, Instagram, LinkedIn, Twitter)
 - 2023 impact of small food drives and donations/employer match campaigns:
 - Collective impact of many smaller-scale initiatives — meals/pounds?
 - How pounds translate to monetary support?
 - Link to info on hosting your own food/fund drive.
 - **LinkedIn:** Ask your employer about match opportunities/hosting your own office food drive.
 - Facebook/Instagram story with food/fund drive FAQ/best practices (adapt from flyer/website update request in Monday).
 - **Small actions taken together create a powerful impact to end hunger in our communities.**

Week 5: Sept. 23 – 29

Full week

- Orange food drive for staff.

Tuesday, Sept. 24

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - Average households served per month in 2024.
 - 61 percent of people continue to report spending more on groceries compared to a year ago ([Wealth Watch](#)).
 - Cooling inflation rates does not always mean a reduction in prices, which we have seen as the price of necessities like groceries, utilities and rent continues to rise, making it harder for neighbors to make ends meet month to month ([CNBC](#)).
 - Food banks and other support resources, along with programs like SNAP, help ease the strain many families are feeling so they can thrive and reach their fullest potential.
 - Facebook/Instagram story with GLFB programs overview.
 - **When people are fed, futures are nourished.**

Thursday, Sept. 26

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - **Story: Elizabeth Clifford's Weekend Kit experience (Brittany K. referral)**
 - How food banks and our partners support people to reach their full potential.
 - **When people are fed, futures are nourished.**

Friday, Sept. 27

- Facebook/Instagram reel with staff testimonial plates.

Week 6: Sept. 30 – Oct. 6

Monday, Sept. 30

- Social media post (Facebook, Instagram, LinkedIn, Twitter):
 - Thank you for participating in Hunger Action Month.
 - What actions did you take/how will you continue to participate in the fight to end hunger? (Option for Facebook/Instagram story with question widget).
 - Staff food drive results!

Content Development Needs

Writing

Story Spotlights

- County fairs recap – LW
- Kroger partnership – KC
- Elizabeth Clifford program testimonial – KC

Media

- Press release – KC

Email

- Kickoff emails for staff and board – KC
- Hunger Action Day reminder email for staff – LW (KC will share 2023 copy)
- Recap email for staff and board – LW (KC will share 2023 copy)
- Hunger Action Month feature box for all newsletters (Nourishing Notes, Volunteer, Garden Project) – LW

Website

- Landing page copy refresh – KC
- Food/fund drive FAQ refresh – LW
- ~~Unique donation page? – KC/HM/ZJ~~

Social media

- All relevant post copy – LW

Design

Email

- ~~Header for all newsletters (Nourishing Notes, Volunteer, Garden Project) – 1200 px x 400 px – KC~~
- Staff email signature template – KC

Website

- ~~Home page banner – 800 px x 250 px – KC~~

- ~~Landing page banner – 1536 px x 428 px – KC~~

Social media

- Graphic templates for Facebook, LinkedIn, Instagram and Twitter (1080 px x 1080 px square for all) – stat-based and photo-based.
- ~~Cover photos for Facebook (851 px x 315 px), Twitter (1500 px x 500 px) and LinkedIn (1584 px x 396 px)~~
- Facebook/Instagram story slideshows/reels
 - Week one: Hunger Action Month intro/ways to take action.
 - Week two: Scale/state of hunger and updated Map the Meal gap stats.
 - Week three: Cumulative volunteer impact in 2024 so far.
 - Week four: Food/fund drive FAQ and best practices.
 - Week five: GLFB programs overview.
- Facebook/Instagram reel featuring staff plate testimonials.

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	850 (+2*)	750 (+32)
LinkedIn	470 (+8)	480 (+18)
Instagram	170 (+9)	180 (+19)
Twitter	N/A	N/A

**Compared to 2023 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)