

Hunger Action Month Communications Campaign

September 2024



Blue Ridge Area
FOOD BANK
Everyone should have enough to eat.

PARTNER
FOOD BANK OF
**FEEDING
AMERICA**

What Is Hunger Action Month?

September is
Hunger Action Month

An annual nationwide month of action to spread awareness and inspire everyone to join the movement to end hunger.

September 10 is
Hunger Action Day

A day when collective efforts across the country are focused for greater impact. Greater focus on advocacy.



2024 Campaign Goals

Raise awareness about hunger
in our community *and*
inspire community members
to get involved



Metrics to Track Success

- *Raise awareness about hunger in our community*
 - What to measure: Increased social engagement, e-newsletter sign-ups, and web traffic to help us reach our Q1 goals. By 9/30/24:
 - Unique Web Visitors: 15,000
 - Followers on Facebook: 8,016
 - Instagram Followers: 2,050
 - Grassroots Advocacy Actions: 15
 - Sign-ups for Harvest & Advocacy Alerts: 30 (20 Harvest, 10 Advocacy Alerts)
- *Inspire community members to get involved*
 - Increase traffic to our Get Involved page YOY
 - September 2023 – 260 views, 187 users; **TARGET: 273 views, 196 users**
 - Increase platform reach (number of people who see posted content) YOY
 - Sept. 2023 -- FB: 10.3K | IG: 1.2K; **TARGET – FB: 10.8K | IG: 1.3K**
 - Increase platform engagement (total # of engagements, shares, likes, comments, clicks)
 - Sept. 2023 – FB content interactions: 562, IG: 313; **TARGET – FB: 590 | IG: 329**



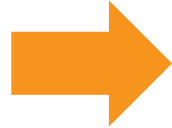


2024 Campaign: The Full Effect

- This year's Hunger Action Month campaign is a part of Feeding America's annual *Full Effect* PSA campaign. The PSA highlights the impact of food on people's lives and shows how a meal goes beyond solely nourishing our bodies.
- Our campaign will spotlight people taking action to end hunger—from neighbors, network partners, donors, volunteers, kids and more—and invite others to join in.
- **Call-to-Action:**
Let's end hunger, together.



Main Messages



We're adopting and adapting Feeding America's language to incorporate our key messages.

Everyone needs nutritious food to thrive, and in every community in the Blue Ridge region, people are working hard to provide for themselves and their families.

When you give food, you nourish health—a simple act with a profound impact.

Join the movement to end hunger during Hunger Action Month by donating, volunteering, organizing a food/fund drive, or advocating.

We're working hard to make sure everyone has enough to eat, but we need your help. **Every action counts—big or small.** We're better together.

Together, we deliver more than food: **Hope, health, happiness.** Thriving communities begin with nourishing food for all.

Volunteering is a great way to get involved! Sign up for a shift with the Food Bank or use our Food Finder tool to help a food pantry near you.



Additional Messaging

- Every community experiences food insecurity, including ours. Hunger can impact anyone regardless of age, race, ethnicity, gender, ability, geography, national origin, or any other distinguishing characteristic.
- Congress must strengthen critical nutrition programs in the 2023 Farm Bill—the nation’s centerpiece federal legislation for food and farming—that impacts access to nutritious food for people living with hunger, including seniors, children, and active military members.





Highlighting Network Volunteer Needs

- Ask your audience to support partner food pantries—*they have a great need for help and are near you!*
- We will post geo-targeted messages on social media highlighting opportunities for people who are comfortable lifting heavy boxes or driving trucks to make deliveries, along with consistent/regular opportunities.
- Share the link to our Food Finder as an easy way to find a nearby pantry to support.
- Ask PEMs to share elements of our HAM plan with their pantries and encourage pantries to engage with our posts.



Guest Stories: Sharing Impact



Helping parents provide nutritious meals for kids

“This food is so important to us. I can make sure I take home healthy things for us to eat. I want to make sure I give my kids the best.”

Katherine, LHR Guest



Filling gaps for seniors living on a fixed income

“It sure helps me with the grocery bills, and I get food that keeps me healthy... I’m just trying to save a dollar.”

James, Dillwyn MFP Guest



Providing families with food over school breaks

“This food is very important to me and my family... I love the fruits and vegetables. They keep me healthy.”

Ferial, PVCC Guest



Bringing good food and hope to our neighbors

“It means a lot. To see good deeds in communities like ours, where getting groceries can be a struggle... It’s really inspiring.”

Anthony, NPM Guest





Food Bank Influencers

- Select Food Bank Influencers – Ideally one from each region.
- Create sample Food Bank Influencer invitation email that relationship owners can use to invite folks to participate (include ask about volunteering, food/fund drive, etc.).
- Create Food Bank Influencer packet with draft posts and content they can share with their audience and tag us on social media, increasing our campaign reach and engagement.





Community Engagement: Videos!

- HAM kick-off video: Michael
- Volunteering: 2 groups, 2 individuals
- Food/fund drives: Liv & Emily
- Donors: Hatsy (or an influencer)
- Advocates: Partner advocacy videos





Hunger Action Day: September 10

- Advocacy video from partners with intro from Michael.
- Influencers to share HAM Day content.
- All staff invited to wear orange t-shirt, share our content on social media, and engage in Hunger Action Day activities organized by Culture Committee.



Digital Media: Channels & Tactics

- **Social media:** Share guest stories, CTA videos/content from supporters, HAM Day video from Michael/Partners, re-post and engage with content from Food Bank Influencers.
- **Website:** Hunger Action Day/Month on Event page, HAM lightbox on our homepage that goes to our Get Involved page on the NEW site
- **E-mail:** September e-appeal (include plug for Agreeable Helpers, Extroverts), Generous Helpings (August), CEO Invitation 1 (August), Sept. VH Email for Volunteers, Partnering with Purpose (digital)
- **Advertising:** Ongoing DV display and digital ads





News Media & Word of Mouth

- TV: FANO/BRAFB TV ads
- PSA, press release: Radio, TV, Print
- **Word of mouth**
 - August/September: Emails from Culture Committee about HAM activities
 - September 1: Email from Karen to BOD
 - September 9: Reminder e-mail to staff about Hunger Action Day (from Abby)



To Do

- ~~Set FY25 metrics and finalize key messages to incorporate into plan~~
- ~~Finalize timeline/content calendar~~
- Write Food Bank social media Influencer invitation email templates (Aug 13)
- Add HAM to website Events page and Facebook – Sarah (Aug 13)
- Share plan with Dev Team – Abby (Aug 15)
- Identify Food Bank social media Influencers and invite them to participate – Abby, others (Aug 16)
- Share plan with management team – Karen (Aug 20)
- Share plan with partners, ask them to engage with content – PEMs (Aug 20)
- Create and distribute press releases and PSAs – Les (Aug 20)
- Create and share Food Bank social media Influencer Engagement Packet – Abby (Aug 23)
- Pitch HAM to media – Les August (Aug 23 - Sept. 23)
- Hunger Action Month PSAs – write, produce, distribute – Les (by Aug 23)
- Update Business Opportunity Handout – Abby (Aug 30)
- Work with Culture Committee to finalize activities for staff (Aug 30)
- Pitch 231 Fest – Les (Sept 4)
- Pitch Food is Medicine Day – Les (Sept 10 for Sept 14)
- Manage media for UW Day of Caring – Les (Sept 18)
- Pitch post-CEO Forum. -- Les (Sept 25 or later)
 - TV (Possible co-brand with FSWVA in SR)
 - Radio (Possible co-brand with FSWVA in SR)
- Shoot and edit video content – Abby, Les, Emily, Liv (Ongoing)
- Write and schedule social posts (Ongoing)



| September 2024 | | | | | | |
|--|---|--|--|--|--|---|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| Sep 1 9:00am HAM Kickoff Post | 2 11:00am Labor Day Post | 3 | 4 10:00am September E-Appeal 1 1:00pm National Fruits and Veggies Month | 5 2:00pm General Volunteer Post | 6 Restricted Donor Impact Mailings - MFP, PII, Child Hunger 10:00am September E-Appeal 2 12:00pm National Food Bank Day | 7 |
| 8 10:00am Grandparents Day 3:00pm 231 Fest Thank You | 9 | 10 Hunger Action Day 10:00am Advocacy Alert 11:00am Hunger Action Day | 11 11:00am Volunteer Recognition: State Farm Group WR | 12 | 13 10:00am CEO Forum Invite 2 12:00pm Geo-Targeted Volunteer Post | 14 11:00am National Food Is Medicine Day |
| 15 11:00am Hispanic Heritage Month Begins | 16 1:00pm Sentara RMH Produce Packing WR | 17 | 18 10:00am Partnering with Purpose - digital 2:00pm United Way Day of Caring | 19 1:00pm Volunteer Video Post | 20 | 21 11:00am Guest Story Post |
| 22 9:00am First Day of Fall - Volunteer/Food Drive | 23 11:00am September Appeal | 24 12:30pm Navy Federal Credit Union Drive | 25 September CEO Forum 2:30pm Geotargeted Volunteer Post | 26 11:00am Pet Hunger Awareness Day | 27 1:00pm Volunteer Group: Civille Young Professionals 3:00pm CEO Forum Blog | 28 |
| 29 11:30am Guest Story | 30 Year in Review & Annual Report 9:00am CEO Forum Blog 10:30am CEO Forum Blog | Oct 1 12:30pm CROP Hunger Walk | 2 | 3 | 4 National Taco Day National Truckers Appreciation Day | 5 National Do Something Nice Day World Teachers Day |



The **Communications Calendar** is updated with the posting schedule for Hunger Action Month!



September Events (More Social Options!)

• Volunteer Groups

- 9/4, 11, 18, 25 – JMU APO (WR, Food Recovery)
- 9/5 – The Manning Foundation (ER)
- 9/10 – State Farm (WR, Food Recovery)
- 9/11 – Dynamic Aviation (WR, Food Recovery)
- 9/13 – Oakheart Financial (ER, Reach)
- 9/13 – Shenandoah Valley Adventist School (WR, Food Recovery)
- 9/16 – Sentara RMH (WR, Produce)
- 9/17 – State Farm (WR, Food Recovery)
- 9/18 – United Way Day of Caring (ER)
- 9/20 – Oakheart Financial (ER, Reach)
- 9/23 – Potomac Conference of 7th Day Adventists (WR, Food Recovery)
- 9/26 – Cville Young Professionals (ER)
- 9/26 – State Farm (Palmyra)
- 9/27 – Cville Young Professionals (ER)
- 9/27 - Bridgewater Retirement Community (WR, Food Recovery)
- 9/27 – State Farm (WR, Food Recovery)

• Food & Fund Drives

- 9/2-9/30 - Navy Federal Credit Union (NR)
- TBD – Monticello Media telethon and change for charity
- 9/1-9/30 – Ritchie Law Firm (WR)
- 9/1-9/30 – Perdue (WR)
- 9/7 & 9/21 – DCCU Shred Days (WR)
- 9/17 – Winchester Composite Squadron (NR)
- 9/23-11/30 – Potomac Conference of 7th Day Adventists (WR)

• Events

- 9/8 – 231 Fest (ER)
- 9/25 – CEO Forum (Online, All Regions)
- 9/29 – Waynesboro/East Augusta CROP Hunger Walk (WR)

• Media / Speaking Engagements

- 8/29 -- NBC29 Community Conversation
- 9/10 – Bridgewater College Volunteer and Service Fair (WR)
- 9/17 – Rockingham Rotary (WR)
- 9/27 – Shenandoah University Volunteer Fair (NR)

