



2026 HUNGER ACTION MONTH AGENCY TOOLKIT



NORTHEAST IOWA
FOOD BANK

MEMBER OF
**FEEDING
AMERICA**

Hunger Action Month

Hunger Action Month (HAM) is a nationwide campaign designed to spread awareness and fight hunger throughout the month of September.

WHAT IS HUNGER ACTION MONTH?

Hunger Action Month is a reminder that no single action is enough on its own. But when farmers, advocates, volunteers, donors, and community partners each play their part, those efforts connect into something larger that helps strengthen communities nationwide.

WHAT CAN AGENCIES DO?

- Create awareness on social media platforms.
 - With provided posts from NEIFB/creating your own.
- Invite/urge local lawmakers to visit your agency.
- Storytelling (provided via Feeding America Hunger Action Month Toolkit).

Hunger Action Day:

Tuesday, Sept. 29

Wear orange to show your support!

**See how you can make a difference
this Hunger Action Month!**



Themes to Try

You can use a weekly theme to promote and educate on social media, events, conversations. Here are some ideas for themes.

Week 1 - Learn

Hunger facts
Local statistics
Introduce your pantry

Week 2 - Volunteer

Recruit volunteers
Spotlight volunteers
Share volunteer stories

Week 3 - Give

Food drive
Fundraising
Needed items list

Week 4 - Advocate

Thank supporters
Encourage action
Share community impact

Community Partnership

Hunger Action Month is the perfect time to engage local businesses and community organizations in the fight against hunger. Working together helps raise awareness, strengthen community support, and increase your impact.

- Schools
- Churches
- Libraries
- Banks
- Grocery stores
- Restaurants
- Rotary
- Lions Club
- Kiwanis
- Chambers of Commerce
- Local employers



Not sure how to start the conversation?

Use the sample letter on the '[Agency Resources](#)' page under 'Hunger Action Month Resources' as a guide to invite local businesses and organizations to partner with your pantry during Hunger Action Month. Personalize it to fit your community and your goals.

Kids & Schools

Children can be powerful advocates for kindness and community service. Hunger Action Month is a great opportunity to help kids learn about hunger, develop empathy, and take simple actions that make a difference. Consider these family-friendly ideas to engage young people in your mission.

- **Penny Wars** - Turn spare change into a friendly competition between classrooms while raising funds to support local food assistance programs.
- **Orange Day** – Wear orange to spark conversations about hunger awareness and show support for those in need.
- **Student Volunteer Opportunities** – Provide hands-on ways for students to make a difference through service projects, food packing events, or community outreach.
- **Partner with the Community Library** - Work with the local library to feature books that inspire compassion, service, and awareness of community needs.



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Use the sample letter on the '[Agency Resources](#)' page under 'Hunger Action Month Resources' as a guide to invite local businesses and organizations to partner with your pantry during Hunger Action Month. Personalize it to fit your community and your goals.

Volunteer Engagement

Volunteers are essential partners in the fight against hunger. Hunger Action Month is a great opportunity to recognize their contributions, recruit new supporters, and share stories that inspire community involvement. Consider these ideas to celebrate current volunteers while building awareness and engagement around your mission.



- **Volunteer Appreciation Breakfast** - Recognize and celebrate volunteers with a special gathering that highlights their impact in the fight against hunger.
- **Bring-a-Friend Volunteer Day** - Encourage current volunteers to introduce friends, family, or coworkers to your mission through a hands-on volunteer experience.
- **Volunteer Recruitment Campaign** - Use Hunger Action Month to attract new volunteers by sharing opportunities, impact stories, and ways to get involved.
- **Spotlight Volunteer Stories** - Feature volunteers through social media, newsletters, or blogs to showcase their experiences and inspire others to serve.
- **Volunteer Social Media Graphics** - Share ready-made graphics that thank volunteers, highlight their contributions, and encourage community members to get involved.



Donor Engagement

Suggestions to get donors involved in Hunger Action Month:

Matching gifts

Encourage donations by doubling their impact through a matching gift from a local business, foundation, or generous donor.

Corporate giving

Encourage local businesses to participate through financial support, employee giving, or friendly competition.

Monthly donor campaign

Build sustainable support by encouraging recurring donations.

Thank-you campaign

Celebrate donors, volunteers, community partners, and supporters while reinforcing the impact they've made.



Advocacy

Advocacy is a powerful way to create lasting change in the fight against hunger. Hunger Action Month provides an opportunity to raise awareness, engage community members, and encourage policymakers to support solutions that help individuals and families access the food they need.

Consider these ideas to amplify your voice and inspire action in your community:

- **Meet with City Council** - Build relationships with local leaders by meeting with city council members to discuss hunger issues and solutions in our community.
- **Invite Elected Officials to Tour** - Invite elected officials to visit our programs and see firsthand how hunger impacts local families and how community support makes a difference.
- **Write Letters** - Share your voice by writing letters to policymakers about the importance of food security and programs that help neighbors in need.
- **Share Why Hunger Matters Locally** - Help raise awareness by sharing stories, facts, and experiences that highlight the impact of hunger in our community.
- **Encourage Supporters to Advocate** - Empower volunteers, donors, and community members to take action by contacting elected officials and supporting policies that address hunger.



Hunger Action Month Event Planning Checklist

Use this checklist to help plan a successful event, no matter the size. Every event helps raise awareness and strengthen support for neighbors facing hunger.



City Proclamation Sample

Subject: Request for Proclamation Recognizing Hunger Action Month

Dear [Mayor/County Supervisor/Community Leader Name],

On behalf of [Organization Name], I respectfully request that you consider issuing a proclamation recognizing Hunger Action Month in September and/or Hunger Action Day on September 29.

Hunger Action Month is a nationwide campaign dedicated to raising awareness about food insecurity and encouraging community action to help ensure that all individuals and families have access to nutritious food.

In [County Name] County, an estimated [XX]% of residents experience food insecurity, including approximately [XX] children, according to [Source/Year]. These numbers highlight the ongoing need for local partnerships and community support to ensure that all residents have reliable access to nutritious food.

A proclamation from [City/County Name] would highlight this issue and encourage residents, businesses, and organizations to join efforts to fight hunger in our community.

Thank you for your consideration and for your continued leadership in supporting the well-being of our community and raising awareness about hunger in our community.

Sincerely,

[Your Name]

[Title]

[Organization]

[Phone/Email]

City Proclamation Sample

Use proclamation sample on the '[Agency Resources](#)' page under 'Hunger Action Month Resources' as a guide!

Every Action

No matter the size, every action helps raise awareness and strengthen community support. Here are some ideas that are quick and easy or require only a little planning.

Easy (Little Planning)

- Wear orange one day.
- Post one hunger fact each week.
- Thank a volunteer publicly, like on Facebook.
- Ask a local business to display donation jars.
- Encourage supporters to donate one meal's worth of food or funding.
- Thank donors publicly.
- Invite community members and your mayor for a pantry tour.
- Host a small food drive.
- Share your pantry's story.
- Recruit one new volunteer.
- Ask one business to participate.
- Display Hunger Action Month posters.
- Take photos and share them with NEIFB.



Choose Your Own Adventure

Depending on your staffing and availability, pick what works best for you-these are just ideas

MODERATE

- Food drive
- Volunteer open house
- Community cookout
- Pantry birthday celebration
- School challenge
- Church challenge
- Collect hygiene items
- Hold a matching gift campaign

LARGER EVENTS

- Mayor's Proclamation
- Community meal
- 5K walk
- Empty Bowls event
- Business competition
- Hunger education night
- Partner with library or schools



Media

All social media posts and flyers can be found on the [Agency Resources](#) page under 'Hunger Action Month Resources'

Possible Hashtags:

#HungerActionMonth
#EveryMealEveryDayEveryone
#FightHunger

SOCIAL MEDIA SUGGESTED PHRASING

Ending hunger takes all of us. Whether you give, volunteer, or advocate, your action helps strengthen communities and build a future where everyone has access to the food they need to thrive. #HungerActionMonth #FightHunger

Hunger Action Day is a day to raise awareness about hunger in our communities and inspire action. Whether it's donating, volunteering, or advocating, every action helps make a difference in northeast Iowa. Wear orange on Tuesday, September 29 to show your support.

Follow-Up

Once Hunger Action Month is over, you can keep the momentum going by sharing the impact of the events, activities and donations provided during Hunger Action Month. Providing a summary of the month's outcome can keep food insecurity in the conversation and build support.

We're Here to Help

As your partner, the Northeast Iowa Food Bank wants to support you, not just during Hunger Action Month, but any time.

If you would like any assistance or help with your Hunger Action Month planning or ideas, we are more than happy to help.

If you have feedback or something you'd like to share with others for the next Hunger Action Month Toolkit, please reach to the Programs Team.