HUNGER ACTION MONTH 2020

Social Media Toolkit
What is Hunger Action Month?

The most basic need is food.

Hunger Action Month® (HAM) is the Feeding America network’s nationwide campaign during September designed to mobilize the public to take action on the issue of hunger. The campaign brings attention to the reality of food insecurity in our communities and promotes ways for individuals to get involved in the movement to help end hunger.

Food banks in the Feeding America Network create their own strategy and messaging to address the root causes of hunger according to the areas they serve. This year, Hunger Action Month falls during our 40th year of service to the community, and will highlight how we have evolved as an organization, leading the conversation surrounding the root causes of hunger.

The tagline for this year’s campaign is “40 days. 40 ways. 40 years.”

Additionally, Mid-Ohio Food Collective is excited to announce we are partnering with Columbia Gas, Molina Healthcare and Sheetz. Each week, we will feature the five assets of the Mid-Ohio Food Collective, and how those assets meet the customers where they are to help toward ending hunger.
How can you get involved?

Spread the word!

You can help by mobilizing your community, sharing our content with your network, posting online about your experiences and involvement, and challenging your peers to join you in raising awareness about hunger in our communities. Use the suggested posts below, our extended social media copy, and our Interactive Posting Calendar on the following page to stay up-to-date on what’s happening online this Hunger Action Month.

Suggested posts:

Kicking Off Hunger Action Month:
September is #HungerActionMonth! Let’s take action by sharing, volunteering, advocating, and learning with @midohiofoodbank. Together, we can end hunger one nourishing meal at a time.

Meeting the Need As We Face COVID-19:
This year, food banks across the country are facing increased demands because of the pandemic. You can make a difference this #HungerActionMonth. Take action with @FeedingAmerica and @midohiofoodbank by visiting midohiofoodbank.com/HAM.

Making an Impact:
Asking for help isn’t easy, but helping can be. This September for #HungerActionMonth, make a difference every day by taking actions like retweeting, wearing orange, donating or volunteering. Now more than ever, we need your help.

Go Orange Day:
It’s #GoOrangeDay, a day all about raising awareness around hunger in our communities. Wear orange and take a stand to show your support for ending hunger. #HAM2020
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<th>Monday</th>
<th>Tuesday</th>
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<tr>
<td>AUGUST 24</td>
<td>Share our Monday Mythbuster: Hunger near home</td>
<td>AUGUST 25 Have a story or memorable experience with Mid-Ohio Foodbank? Share it with us!</td>
<td>AUGUST 26 Check out what’s happening at Mid-Ohio Foodbank: #40YearsStrong</td>
<td>AUGUST 28 #FoodIsHealth Friday: What’s your favorite simple, summer recipe?</td>
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<td>AUGUST 31</td>
<td>Share our Monday Mythbuster: Hunger does not work in isolation</td>
<td>SEPTEMBER 1 Hunger Action Month begins! Spread the word with a kick-off post, or share a post from Mid-Ohio Food Collective with #HAM2020</td>
<td>SEPTEMBER 2 Check out what’s happening at Mid-Ohio Farm: From the Ground Up</td>
<td>SEPTEMBER 4 #FoodIsHealth Friday: What foods are you growing at home? Tag us in your photos!</td>
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<td>SEPTEMBER 7</td>
<td>Share our Monday Mythbuster: The face of hunger</td>
<td>SEPTEMBER 8 Get the word out: “Thursday is #GoOrangeDay! Wear orange to show your support for ending hunger. #HAM2020&quot;</td>
<td>SEPTEMBER 9 Check out what’s happening at Mid-Ohio Farmacy: Using Telehealth</td>
<td>SEPTEMBER 11 #FoodIsHealth Friday: How does healthy, nutritious food make you feel?</td>
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<td>SEPTEMBER 14</td>
<td>Share our Monday Mythbuster: What SNAP can buy</td>
<td>SEPTEMBER 15 It’s National Kids Take Over the Kitchen Week! Share a photo in the kitchen or a kid-friendly healthy recipe with #HAM2020</td>
<td>SEPTEMBER 16 Check out what’s happening at Mid-Ohio Kitchen: 5 Years of Meals</td>
<td>SEPTEMBER 18 #FoodIsHealth Friday: What’s your family’s favorite healthy dinner recipe?</td>
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<td>SEPTEMBER 21</td>
<td>Share our Monday Mythbuster: SNAP eligibility</td>
<td>SEPTEMBER 22 Share our customer story: From Giving Access to Getting Access</td>
<td>SEPTEMBER 23 Check out what’s happening at Mid-Ohio Market: Columbus State and HEART</td>
<td>SEPTEMBER 24 #FoodIsHealth Friday: What’s your favorite healthy recipe for one?</td>
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<td>SEPTEMBER 28</td>
<td>Support our mission: Donate to &amp; share our COVID-19 Emergency Fund with #HAM2020</td>
<td>SEPTEMBER 29 If you volunteered this month or plan to in the future, challenge your friends to join in with #HAM2020</td>
<td>SEPTEMBER 30 Spread the word: Action to end hunger is happening all year round! Advocate and spread the word about hunger. #HAM2020</td>
<td>SEPTEMBER 25 #FoodIsHealth Friday: What’s your favorite healthy recipe for one?</td>
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**#HungerActionMonth #HAM2020 #40YearsStrong**
Where to find us:
Follow along with our accounts to tag, share and engage with our content!

mid-ohio food collective

40 Days. 40 Ways. 40 Years.
www.midohiofoodbank.org/HAM

Questions, comments, or concerns?
Contact our Social Media Coordinator:
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