



Hunger Action Month Toolkit for Partners

Social Media Post Options for a Weekly Post

Facebook:

September is #HungerActionMonth. Sharing, volunteering, pledging to advocate, fundraising and donating are just a few of the ways you can help @Roadrunner.Food.Bank end hunger in New Mexico. By taking action, we can end hunger one helping at a time. Visit www.rafb.org/hunger-action-month to learn more!

1 in 5 New Mexicans and 1 in 3 children may not know where their next meal will come from. You can take action this #HungerActionMonth. Join @Roadrunner.Food.Bank, @FeedingAmerica and @YOURSOCIALHANDLE by providing food to your neighbors in need, one helping at a time. www.rafb.org/hunger-action-month

Please use an image of Hunger Action Month calendar provided with the post below.

Join in #HungerActionMonth using this 30 Ways in 30 Days #HungerActionMonth calendar. There is a tip for every day of Sept. Please join @YOURSOCIALHANDLE and raise awareness. We're lending a helping hand to raise awareness around hunger. Won't you join us by sharing?

Please use an image of you, your crew in orange...Zoom call screenshot could work here too.

Check out our [staff/supporters/volunteers/crew](#) sportin' orange! Why orange? It's #HungerActionMonth and we're wearing the color all month on Friday's to raise awareness around food insecurity. Visit www.rafb.org/hunger-action-month for ways you can get involved and take action one helping hand at a time. @Roadrunner.Food.Bank @FeedingAmerica

Twitter:

September is #HungerActionMonth. You can make a difference every day by taking actions like retweeting, wearing orange, donating or volunteering. Every action counts. With @FeedingAmerica, @RoadrunnerFdBnk and you, we can end hunger one helping at a time.

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Instagram:

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Social Media Images:

We recommend sharing from Roadrunner Food Bank's social media platforms and using the above copy.

Facebook/Instagram:



Twitter:



HUNGER ACTION MONTH | 

Email Copy Options

September is #HungerActionMonth. [Partner Name] is working with [Roadrunner Food Bank](#) to bring awareness to food insecurity. As a result of the COVID-19 pandemic, in New Mexico 1 in 3 kids and 1 in 5 overall aren't sure where their next meal is coming from. Many are experiencing this for the first time. At [Partner Name], we are getting involved by [list what you're doing – wearing orange, sharing on social, making donations, volunteering, etc.]. We want to encourage

our [friends, supporters, customers, etc.] to join us in ending hunger one helping at a time. Your gift of [funds](#), [time](#), or [food](#) to Roadrunner Food Bank is especially helpful during these times!

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Did you know September is #HungerActionMonth? It's a month set aside for food banks like [Roadrunner Food Bank](#) to bring awareness to food insecurity. [Partner Name] is working to help Roadrunner Food Bank by [list what you're doing – wearing orange, sharing on social, making donations, volunteering, etc.] and want **you** to get involved! Join us in [wearing orange on Fridays, food drive, etc.] and sharing Roadrunner Food Bank's social media posts on [Facebook](#), [Instagram](#), and [Twitter](#). Every action counts and we can end hunger one helping at a time!

Here's a [30 Ways in 30 Days calendar](#) to join us and [Roadrunner Food Bank](#) to raise awareness during #HungerActionMonth. A client at a food distribution recently shared, "Getting my food at a food bank has been a blessing for me and my family. I have a small income and this has provided me with extras that I can't buy or afford. I get a lot of nutritious and healthy food. I am very grateful." Every action counts and we can end hunger one helping at a time with your support! Thank for joining and helping spread the word. Visit www.rafb.org/hunger-action-month for more ways to take action.

Video Script for Use on Social/Website/Link in an Email

HI, I'M _____.

SEPTEMBER IS HUNGER ACTION MONTH AND I'M HERE TO HELP ROADRUNNER FOOD BANK RAISE AWARENESS AROUND HUNGER.

I'M HELPING BECAUSE [I BELIEVE NO ONE SHOULD GO HUNGRY] [I WANT TO HELP PEOPLE IN NEED IN MY LOCAL COMMUNITY. [INSERT OTHER PERSONAL ANECDOTE HERE].

I'M HELPING BY[[list what you're doing – wearing orange, sharing on social, making donations, volunteering, etc.] [INSERT OTHER PERSONAL ANECDOTE HERE].

JOIN FEEDING AMERICA, ROADRUNNER FOOD BANK AND ME TO HELP GET FOOD TO OUR NEIGHBORS IN NEED. THEY NEED US NOW MORE THAN EVER. TOGETHER WE CAN END HUNGER ONE HELPING AT A TIME.

EVERY ACTION COUNTS. JOIN US.

Filming Instructions/Tips

- Please don't film in "selfie" mode (have someone record you)
- Please make direct eye contact with camera
- Film in LANDSCAPE mode (HORIZONTAL)
- Please wear clothes that are solid colors and don't wrinkle, if possible. No white, bright oranges (a muted orange works well, similar to a burnt orange), yellows or neon, and no prints or thin stripes.

