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**Hunger Action Day 2016 Social Media Toolkit and Resources**

**Background**

Feeding America is a national network of 200 food banks that collectively provide emergency food assistance to every county in our nation. It is the third largest non-profit in the nation (Forbes, 2015).

Feeding Wisconsin is a partner state association of Feeding America. We represent the six regional Feeding America food banks that serve our great state. Together, our regional food banks provide food to over 1,000 local food programs and pantries in every corner of our state. Last year, we collectively provided over 40 million meals to our friends and neighbors.

The issue of hunger is a real and pressing one for 48 million Americans, including 680,000 Wisconsinites. This means that they lack the resources or access they need to get enough meals for a healthy and active life.

This is why every September we participate in Hunger Action Month™ (HAM). HAM is the Feeding America network’s nationwide awareness campaign designed to mobilize the public to take action on the issue of hunger. Like pink is the color for breast cancer awareness, orange is the color for hunger awareness. This is why our activation on Hunger Action Day is called “Go Orange, Fight Hunger.”

**Hunger Action Day® on 9/8 – Go Orange, Fight Hunger**

Thursday September 8 is Hunger Action Day and it is a time for everybody to focus our efforts on one day for greater impact and awareness. Just like Pink is the color for breast cancer awareness, Orange is the color for hunger awareness.

We are asking that supporters and partners take action by wearing orange on 9/8, taking a selfie and posting it to social media with the tags @FeedingAmerica @FeedingWI #HungerActionMonth and the social media tag for your local, regional food bank.

Our network consists of six regional food banks:

Feeding America Eastern Wisconsin serves 33 counties in the eastern half of the state

Facebook: @FeedingAmericaEasternWisconsin

Twitter: @FeedAmericaWI

Second Harvest Foodbank of Southern Wisconsin serves 16 counties in the southern quarter

Facebook: @SecondHarvestFoodbankofSouthernWisconsin

Twitter: @SecondHarvestSW

Feed My People Food Bank serves 14 counties in the Western part of our state

Facebook and Twitter: @FMPFoodBank

Second Harvest Heartland serves 4 counties on the Minnesota/Wisconsin border to the west

Facebook and Twitter: @2harvest

Second Harvest Northern Lakes Food Bank serves 4 counties in the north bordering Michigan and Minnesota

Facebook: @NorthernLakesFB Twitter: @NorthernLakesFB

Channel One Regional Food Bank serves La Crosse

Facebook: @ChannelOneFoodBankandFoodShelf

Twitter: @Channel1FoodMN

Sample Hunger Action Day messages:

Facebook:

I’m going Orange to raise awareness for @FeedingAmerica @FeedingWI INSERT YOUR FOOD BANK and #HungerActionMonth. You can learn more at [www.feedingwi.org/hunger/hunger\_action\_month\_2016](http://www.feedingwi.org/hunger/hunger_action_month_2016).php

Did you know that nearly 700,000 of our friends and neighbors in Wisconsin are at risk of hunger? That’s why I am going Orange to support @FeedingAmerica @FeedingWI INSERT YOUR FOOD BANK and #HungerActionMonth. You can too! Learn more at [www.feedingwi.org/hunger/hunger\_action\_month\_2016](http://www.feedingwi.org/hunger/hunger_action_month_2016).php

Twitter:

1 in 9 people in WI are at risk of hunger. Join me & go Orange to raise awareness for #HungerActionMonth @FeedingWI INSERT YOUR FOOD BANK

September is #HungerActionMonth. RT to raise awareness for the fight against hunger! @FeedingWI INSERT YOUR FOOD BANK

Everybody has a role to play to fight hunger. Learn more at [www.feedingwi.org/hunger/hunger\_action\_month\_2016.php](http://www.feedingwi.org/hunger/hunger_action_month_2016.php) @FeedingWI INSERT YOUR FOOD BANK