



# Advocacy Toolkit

When you give, volunteer, or advocate, you help **make tomorrow possible.**

[centraltexasfoodbank.org/ham](http://centraltexasfoodbank.org/ham)



## JOIN THE CENTRAL TEXAS FOOD BANK: TAKE ACTION THIS HUNGER ACTION MONTH

Every September, the Central Texas Food Bank (CTFB) goes orange to promote Hunger Action Month. It is an annual nationwide campaign to help raise awareness about the issue of hunger and inspire action toward fixing it. In Central Texas, the need is urgent, and your voice is powerful.

### THE STATE OF HUNGER IN CENTRAL TEXAS

Texas faces one of the highest rates of food insecurity in the nation, currently ranking second. Today, nearly 17% of Texans lack consistent access to enough food.

- 610,000 Central Texans experience food insecurity.
- 1 in 4 children goes to bed hungry.
- 1 in 6 older adults struggles to access food regularly.
- CTFB's 21-county service territory represents 10% of all food-insecure Texans.



### HOW YOU CAN LEAD THE WAY

As a community leader, you can help inspire others to act by modeling simple, high-impact steps:

#### 1. Go Orange for Hunger Action

- Wear orange on September 9 and throughout the month.
- Light your building or landmark orange to honor neighbors in need.

#### 2. Use Your Platform

Help us spread awareness on social media:

- Post a message of support.
- Re-share CTFB's Hunger Action Month content.
- Record a quick video: Prompt: "I wear orange for..."
- Tag @ctfb and use #CTFBHungerActionMonth.

#### 3. Encourage Others to Act

- Promote our donation and volunteer opportunities.
- Share the link to our Hunger Action Toolkit and encourage followers to participate: [centraltexasfoodbank.org/ham](http://centraltexasfoodbank.org/ham)
- Host or attend a Hunger Action Month event.

### CONTACT + RESOURCES

Visit [centraltexasfoodbank.org/ham](http://centraltexasfoodbank.org/ham) for:

- Hunger Action Month Toolkit
- Graphics and social media assets
- Instructions for submitting videos and photos



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## 30 WAYS IN 30 DAYS: SEPTEMBER HUNGER ACTION MONTH CALENDAR

Here's how you can show your support all month long!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 It's Labor Day: Share information about our free Workforce Training Programs!	2 Every follow counts! Follow us and share our Hunger Action Month posts all month long.	3 It's Whataburger Wednesday! Donate at the register to receive a free Whataburger coupon as a thank-you!	4 Download and share one of our social media graphics to show you're committed to food security.	5 It's National Food Bank Day. Tell a friend why you love CTFB.	6 Visit a farmer's market and shout out your favorite local farmer!
7 Try our Pantry Staples Cooking Challenge (make a meal from only shelf stable items).	8 Comment "❤️" on a CTFB post if you love what we do.	9 It's Hunger Action Day! Wear orange and spread awareness about how to reduce hunger in your community.	10 Download our HAM toolkit and email it to a friend or share around your office.	11 It's the National Day of Service. Register to for a volunteer shift with us.	12 Tell someone in your life about CTFB's work.	13 Tell a coworker what you learned about hunger in around us.
14 It's Food is Medicine Day. Make one of our healthy garden sample recipes for dinner tonight and nourish your body.	15 Share one reason you care about hunger in Central Texas on social.	16 It's National Voter Registration Day: advocate for positive solutions to address hunger.	17 Share one of CTFB's social posts about Hunger Action Month.	18 Take a walk and think about food access in your neighborhood.	19 Add a "Donate to CTFB" sticker to your Insta story.	20 Post a "why I give" story to share with your social circle.
21 Take a pic of your lunch and give a hunger fact in the caption.	22 Share a quote from a neighbor story that moved you.	23 Share your favorite recipe that stretches a dollar.	24 Register for our "State of Hunger" webinar.	25 Share one surprising hunger stat that changed how you think.	26 Volunteer in CTFB's garden.	27 Try a "no-spend" dinner night using only what you already have.
28 Invite your social circle to learn about food insecurity.	29 Send a thank-you message to a CTFB volunteer or team member.	30 It's Pet Hunger Awareness Day. Post a photo of your pet dressed in orange and tag us!				