

**FOOD  
SHOULDN'T  
BE AN**

**IMPOSSIBLE**

**CHOICE**

**Hunger Action Month**  
**2021** Tool Kit



## WHAT IS HUNGER ACTION MONTH?

September is Hunger Action Month—a time when the Feeding America network and the public come together to raise awareness and inspire action to help people facing the impossible choices of hunger.

## WHY SHOULD YOU PARTICIPATE?

For millions of Pennsylvanians, a daily meal isn't a choice between different dishes. It's a choice between food and other crucial needs—like medicine, electricity, or childcare. Food shouldn't be an impossible choice. Choose to use your voice to end hunger.

## KEY DATES:

- ▶ September 1 – 1st Day of Hunger Action Month 2021
- ▶ September 15 – Hunger Action Month Press Conference
- ▶ September 17 – **Hunger Action Day**

## KEY ACTIONS:

- ▶ **LEARN**
  - Watch stories of people facing hunger.
  - Learn about hunger in your community.
- ▶ **SPEAK UP**
  - Tell Congress: Join the PA Food Fight.
  - Advocate for anti-hunger policies.
- ▶ **COMMIT**
  - Donate.
  - Volunteer.

## HUNGER ACTION DAY - SEPTEMBER 17th

Feeding Pennsylvania is running a social media campaign for Hunger Action Day on Thursday, September 17th! For the campaign, we are asking organizations, businesses, media, and individuals across PA to help promote #HungerActionMonth by:

- ▶ Posting a photo of yourself wearing orange OR posting an orange Feeding PA graphic on Hunger Action Day® - September 17th
- ▶ Tagging @feedingpa and @feedingamerica
- ▶ Using the hashtag #HungerActionMonth
- ▶ Encouraging your followers to take action – <https://www.feedingpa.org/food-fight/>

**OPTIONAL CAPTION** – For many Pennsylvanians, a daily meal is a choice between food and other critical needs—like medicine, utilities, or childcare. There is no luxury of what to eat. The choice is IF they eat. September is #HungerActionMonth and (I'm/we are) teaming up with @feedingpa and Hunger Free Pennsylvania to raise awareness and take action to end hunger. You can choose to donate or advocate. You can choose to volunteer or raise awareness. You have a choice. Choose to end hunger. Take action at [feedingpa.org/food-fight/](https://www.feedingpa.org/food-fight/)

**Feel free to share on Facebook, Instagram, Twitter, and LinkedIn!**



**For more information, contact:**

Corinne Foster, Community Manager - [cfoster@feedingpa.org](mailto:cfoster@feedingpa.org)

## FEEDING PENNSYLVANIA BRAND GUIDELINES

If you are going to create your own marketing collateral and would like to use our logo, you absolutely may! Here are some things to know if you use anything.

### PRIMARY COLORS



**ORANGE:**  
**#E97B24**



**GREEN:**  
**#52672D**

### SECONDARY COLORS



**DARK RED:**  
**#A91111**



**YELLOW:**  
**#FFBD59**



**DARK GREY:**  
**#545454**



**LIGHT GREEN:**  
**#98C987**

**Campaign Tags and Hashtags** - Please use the following hashtag & tag when posting on social media about Hunger Action Month:

- ▶ Hashtag: #HungerActionMonth
- ▶ Tag: @Feedingpa and @FeedingAmerica