



Hunger Action Month

Creator Toolkit
September 2026



About Hunger Action Month

Uniting neighbors in community care and collective action

In September 2007, **Feeding America** launched Hunger Action Month, a national campaign to raise awareness and inspire action to end hunger in America. This campaign helps to mobilize charitable partners in our collective mission to end hunger and to kickstart the fundraising season.

Every September, the Feeding America network comes together to elevate the voices of people facing hunger and inspire the nation to act. Working alongside neighbors, corporate partners, individual donors, advocates, lawmakers and community organizations, the Feeding America network raises awareness and drives action to end hunger. All across the nation, network members host events, conduct advocacy, lead volunteer activities, light up landmarks orange, and so much more.

This Hunger Action Month, you can join Feeding Pennsylvania in our efforts to help Pennsylvanians understand how hunger affects our neighbors and encourage Pennsylvanians to take action within their communities.

Campaign Narrative

2026 Theme: Play Your Part

Ending hunger takes more than one solution. It takes people who are willing to look out for each other, especially now, when so many communities are feeling stretched and uncertain.

Across Pennsylvania, families are feeling the pressure of rising food costs and tight budgets. From small towns to major city centers, higher costs on everyday necessities mean more households are making tough choices between paying for rent, affording medicine, or putting food on the table. Because of this, more of our neighbors are turning to local food pantries to help feed their families and bridge the gap.

Ensuring the 1.7 million Pennsylvanians facing hunger have access to the food they need takes all kinds of people and actions working together.

Hunger Action Month is a call for everyone to step into their role. Not just to care, but to act. Not just to hope for better, but to help make it happen. Each role plays an important part, and every action builds a bridge toward stability, helping protect families and helping communities stay strong in tough times.

- **The Storyteller** shares their lived personal experiences to reduce stigma, increase awareness, and foster empathy about the realities of living with food insecurity.
- **The Creator** leverages their creativity to educate their audience about hunger and encourage them to take action within their communities.
- **The Community Organizer** mobilizes and empowers their community by hosting food drives, leading fundraising initiatives, or planning volunteer events in schools, workplaces and faith communities.
- **The Volunteer** packs food boxes, sorts donations, stocks pantry shelves, harvests fresh produce, and prepares hot meals, allowing food banks and pantries to operate efficiently and serve thousands of Pennsylvanians experiencing food insecurity.
- **The Supporter** helps food banks and pantries sustain operations and purchase the food their neighbors need to feed their families.
- **The Advocate** uses their voice to shape policy and garner support for state and federal nutrition programs that protect food access.
- **The Farmer** grows or produces fresh, local food products and works with food banks to get them onto the plates of our neighbors.

Find your part this Hunger Action Month. Give. Volunteer. Speak up. Because when neighbors care for neighbors, we don't just work to end hunger, we help protect the communities we call home.

Key Messaging

Use the copy options below either in their entirety or as templates.

LONG MESSAGING

Ending hunger takes more than one solution. It takes people who are willing to look out for each other, especially now, when so many communities are feeling stretched and uncertain.

Across Pennsylvania, rising food costs and tight budgets are forcing families to make impossible choices between paying for rent, medicine or groceries. And more of our neighbors are turning to local food pantries to bridge the gap.

Ensuring the 1.7 million Pennsylvanians facing hunger have access to the food they need requires a statewide network of neighbors in different roles working together. Hunger Action Month is a call for everyone to step into their role. Not just to care, but to act. Not just to hope for better, but to help make it happen.

Whether you volunteer, donate, advocate, organize a food drive, grow fresh food, or simply help spread awareness, every action builds a bridge toward stability, helping protect families and helping communities stay strong in tough times.

Find your part this Hunger Action Month. Give. Volunteer. Speak up. Because when neighbors care for neighbors, we don't just work to end hunger, we help protect the communities we call home.

Learn how you can join us at feedingpa.org/hunger-action-month.

SHORT MESSAGING

Across Pennsylvania, rising costs are forcing families to choose between basic necessities and food, leading more neighbors to turn to local pantries. Feeding the 1.7 million Pennsylvanians facing hunger takes more than one solution. It takes people in different roles working together to look out for their neighbors.

This September for Hunger Action Month, Feeding Pennsylvania invites you to play your part—whether you volunteer, advocate, donate, organize, or grow local food.

Every action counts. Step into your role at feedingpa.org/HAM.

Talking Points

2026 Theme: Play Your Part

- **Rising Costs Put Pressure on PA Families** - Higher prices on everyday necessities are forcing families in both rural towns and big cities across Pennsylvania to choose between basic needs like rent, medicine and groceries.
- **Food Banks and Pantries Help Families Bridge the Gap** - When household budgets don't stretch far enough, food banks and pantries help families make ends meet. Across Pennsylvania, more neighbors than ever are turning to charitable food programs to keep food on their tables.
- **1 in 7 Pennsylvanians Face Hunger** - More than 1.7 million Pennsylvanians experience food insecurity. That means they don't always know where their next meal will come from or if they'll have enough food for their family.
- **1 in 5 Children Face Hunger in PA** - More than 500,000 children in Pennsylvania don't have the food they need to grow, learn and thrive.
- **September is Hunger Action Month** - This September, Feeding Pennsylvania, food banks and pantries across the state are uniting to encourage every Pennsylvanian to take action to support anti-hunger efforts in their community.
- **Step into the Spotlight** - Ending hunger takes more than one solution. It takes people who are willing to look out for each other, especially now, when so many communities are feeling stretched and uncertain. **Hunger Action Month is a call for you to step into your role.** Not just to care, but to act. Not just to hope for the better, but to help make it happen.
- **Every Role is a Leading Role** - Whether you're an Advocate, Volunteer, Donor, Farmer, Community Organizer, Creator or Storyteller, when everyone plays their part, we create stronger, brighter futures for our neighbors.
 - When we work together, small actions like giving a donation, joining a volunteer shift and speaking up create a ripple effect. Every action builds a bridge toward stability, helping protect families and helping communities stay strong in the face of tough times.
- **Get Involved During Hunger Action Month** - Play your part this Hunger Action Month. Give. Volunteer. Speak up. Because when neighbors care for neighbors, we don't just work to end hunger, we help protect the communities we call home.
- **CTA** - Find your role today. Visit feedingpa.org/hunger-action-month to learn how you can play your part in ending hunger in PA.

Social Media Copy

Use this copy in its entirety or as a template when crafting social media messaging.

LONG VERSION

Across PA, families are feeling the pressure of rising food costs and tight budgets. And more of our neighbors are turning to local food pantries to help feed their families.

Ending hunger takes all of us: storytellers, creators, community organizers, volunteers, donors, advocates and farmers, all coming together with a shared purpose.

This Hunger Action Month, we're asking you to play your part. Because every role is a leading role when we work together to build and sustain a system that feeds millions of our neighbors.

When we connect our efforts, small actions become a part of something bigger. Help create a better future for our neighbors in [COUNTY/CITY/TOWN] facing hunger.

Learn how you can join us at feedingpa.org/hunger-action-month.

SHORT VERSION

Rising food costs mean more of our neighbors are relying on local food pantries to get by.

Ending hunger takes all of us—storytellers, volunteers, donors, advocates and farmers. Every role is a leading role! ❤️

This #HungerActionMonth, see how your actions can help families right here in [COUNTY/CITY/TOWN]: feedingpa.org/HAM

MENTIONS, TAGS & HASHTAGS

Mentions/Tags

Facebook: @feedingpa

Instagram: @feedingpa

X (Twitter): @feedingpa

LinkedIn: @feedingpennsylvania

Hashtags

#HungerActionMonth, #HungerActionMonth2026, #HAM

#FeedingAmerica, #FeedingPA, #FeedingPennsylvania

Social Media Graphics

Click the link below to access ready-to-use graphics.

READY-TO-USE GRAPHICS



Contact Information

Are you a food bank or pantry staff member? Contact Erin Haafke for additional exclusive Hunger Action Month Resources:

Erin Haafke (she/her)

Community Relations Manager

Feeding Pennsylvania

E-Mail: ehaafke@feedingpa.org

Phone: 717-467-7553