

HUNGER

We can end hunger
one bite at a time.

**FEEDING**[®]
SOUTH FLORIDA

**HUNGER**
ACTION
MONTH[™]

GO ORANGE FOR HUNGER ACTION MONTH™



More than 706,000 people in South Florida are food insecure – meaning, they don't know from where they will get their next meal. This September, GO ORANGE to raise awareness about this critical issue.

As individuals, businesses and government, we all have a role to play in getting more food to those who need it, as well as breaking the cycle of hunger and poverty.

WHAT IS HUNGER ACTION MONTH & WHY GO ORANGE?

As part of a nationwide initiative created by Feeding America®, Hunger Action Month™ takes place throughout September and is designed to raise awareness about the issue of hunger in America.

In South Florida, 706,430 individuals don't know from where they will get their next meal. More than 236,370 of those individuals are children and over 100,000 are older adults.

Last year, throughout Palm Beach, Broward, Miami-Dade, and Monroe Counties, several buildings including, among others, The Breakers, Miami Tower, and Bank of America all participated in Go Orange Day by turning their lights orange. Dozens of groups held food + fund drives and participated in volunteer days; and several restaurants held happy hours, dinners and created signature drinks for Feeding South Florida!

In 2018, more buildings, landmarks and people than ever before turned their lights orange, wore orange, or turned their social media pages and websites orange in support of Hunger Action Month.

This year, we celebrate Hunger Action Day, a.k.a. **“GO ORANGE DAY,”** on Thursday, September 12th and bring awareness to the issue of hunger in our community throughout September!

Hunger Action Month is your opportunity to be a part of a month-long movement that has a real and lasting impact on the mission to end hunger in South Florida

To get started, contact our Community Engagement Coordinator, Sibyl Brown, at sbrown@feedingsouthflorida.org or 954.518.1818 x 1835



GET SOCIAL!

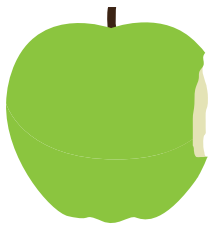
[@FeedingSouthFlorida](https://www.facebook.com/FeedingSouthFlorida)

www.feedingsouthflorida.org

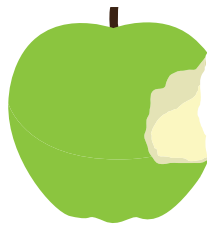
HELP US END HUNGER EVERY BITE HELPS



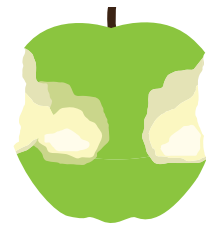
GO ORANGE AND TAKE A BITE OUT OF HUNGER by pledging to do any of the following. In exchange for participation, Feeding South Florida will promote your support of Hunger Action Month through a press release, social media, e-newsletter, and presence on our website.



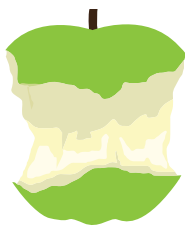
GO ORANGE for the month with your website, logo, social media, lights, and staff members' clothes and/or accessories. Ask staff only to use orange FSF pens to help associate the color orange with hunger awareness and as a final reminder to donate as they sign their check!



ARRANGE A VOLUNTEER DAY for your entire team at Feeding South Florida to help sort non-perishable items. Go a step further and register for a shift on Friday, September 6th during our 7th Annual 24-Hour Sort-A-Thon. Groups are welcome!



START A FOOD + FUND DRIVE by going to Feeding South Florida's website and registering your event. Collect and donate the food and funds to Feeding South Florida at the end of the month. Every \$1 can provide 7 meals!



PUT AN ORANGE RIBBON on every fifth chair. Have a short explanation on the table or menu that 1 in every 5 children living in South Florida go to bed hungry every night.



SET A PLACE SETTING at one prominently visible table. This is a place for the silent guest, the person who will not eat today because of food insecurity. Use it as a display, for a donation box or information resource area.



HELP SPREAD THE WORD by sending an e-blast, posting on a bulletin board, sharing our link on social media, etc.; and let your customers know you support Feeding South Florida!



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@FeedingSouthFlorida

www.feedingsouthflorida.org

MORE IDEAS ON HOW TO TAKE A BITE OUT OF HUNGER



FOR HOTELS

WELCOME GUESTS with an in room display. Include information about the issue of hunger in South Florida and ways to help. Go a step further by donating a portion of room sales to Feeding South Florida during H.A.M.

- **SHINE A LIGHT** on H.A.M. by turning outside lights, or those in a visible area orange. Place a donation box on a table under an orange light to passively encourage donations.
- **WEAR ORANGE** buttons above your name tag that say "I AM Feeding South Florida, to start a conversation and show your support.
- **DONATE AN AUCTION ITEM** to help us add a special touch to our signature events. For every \$1 raised we can provide 7 meals.

FOR RESTAURANTS + BARS

CREATE A DISH OR DRINK in support of H.A.M. by including an element of orange, with partial or all proceeds from purchases donated to FSF.

- **HOST A HAPPY HOUR** in support of H.A.M. by providing a complimentary drink & appetizers, with a suggested \$20 donation.
- **ASK GUESTS TO DONATE** by rounding up their check to the nearest \$5 increment, and offer an incentive, such as a coupon for their next visit.
- **DONATE YOUR HEAD COUNT.** Donate \$1 for each guest you serve on one day during H.A.M. Advertise in advance so guests know each seat they fill, will provide 7 meals to those who face



food-insecurity in South Florida.

FOR GOVERNMENT & MUNICIPALITIES

TURN A LANDMARK BUILDING ORANGE

as dozens of buildings throughout Palm Beach, Broward, Miami-Dade, and Monroe County did in 2018 during Hunger Action Month

- **ISSUE A PROCLAMATION** for Hunger Action Month and present it to Feeding South Florida at an upcoming City or County Commission meeting to show your commitment to ending hunger. Ask the commissioners to wear orange and ask the public to bring canned goods to the meeting
- **POST A H.A.M. BANNER** on the City or County website and link to www.FeedingSouthFlorida.org
- **CONVENE ELECTED OFFICIALS** and staff for a volunteer day at Feeding South Florida.

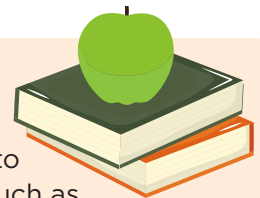


FOR SCHOOLS

DEVELOP STUDENTS' SKILLS

by creating a project to promote hunger awareness, such as writing an essay, making a piece of art or video.

- **HOLD INFORMATIVE SESSIONS** with small groups of students to encourage those who may be food insecure to get assistance.
- **GET SOCIAL** and have the school newspaper students take photos and post to your social networks, the various ways the faculty, clubs and classes are promoting hunger awareness.
- **SHOW YOUR SCHOOL SPIRIT** by asking students and faculty to dress in orange on **Go Orange Day**, Thursday, September 12. Take it one step further by donating an extra dollar in the cafeteria to FSF. For every \$1 raised we can provide 7 meals.



GET SOCIAL!

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HUNGER ACTION MONTH™ SOCIAL GRAPHICS



Create a buzz during Hunger Action Month in September by customizing your website, social media pages, newsletter, email signature and more! Use our provided graphics and suggested copy, to **GO ORANGE** and help us bring awareness to the issue of hunger in our community. Downloaded the following and more from our website, www.feedingsouthflorida.org

SOCIAL MEDIA PROFILE PICTURE

Full Graphic or Frame



SOCIAL MEDIA PAGE and EVENT COVERS

Facebook, Twitter, LinkedIn



SOCIAL MEDIA GRAPHICS



EDITABLE POSTCARDS AND FLYERS



SUGGESTED COPY

Facebook/Instagram: I am helping take a bite out of hunger on Hunger Action Day! #GoOrange and bring awareness to the issue of hunger in our community. Visit @FeedingSouthFlorida [or your custom fundraising page]

Twitter: #GoOrange and Take a Bite Out of Hunger on Hunger Action Day! Visit @FeedingSouthFlorida [or your custom fundraising page]

SUGGESTED HASHTAGS:

#FSFGoesorange #HungerActionDay #GoOrange



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HUNGER ACTION MONTH™ ONLINE FUNDRAISING



Raise money with friends and family or colleagues and clients by hosting a **GO ORANGE FUNDRAISER** on Facebook or FirstGiving

With a 98% efficiency rating, your fundraising dollars stretch further by giving to Feeding South Florida as for every \$1 donated to us, we can provide 7 meals. Whether you're fundraising as an individual or team, decide on a fundraising goal. Check out our toolkit for fun and easy ways to go orange and encourage donations.

FOR PERSONAL or COMMUNITY FUNDRAISING we recommend, **Facebook Fundraisers** for Individuals, Groups and Businesses. Setting up a Facebook Fundraiser is easy and requires no follow up, as 100% of funds raised are donated directly to Feeding South Florida on your behalf.

1. From your personal profile, group or business page, click the "..." in the post section and select **Support Nonprofit**. Type **Feeding South Florida** in the "search for a nonprofit bar"; select and click.
2. **Add a personal message** to your post, such as "I am helping take a bite out of hunger in support of #HungerActionMonth. For every \$1 raised, @feedingsouthflorida can provide 7 meals to those facing food insecurity in our community. Click to donate and help me reach my goal of (ex. 3,500) meals."
3. **Add a photo**. You can download H.A.M. graphics at www.feedingsouthflorida.com/HAM
4. **Embellish your post** by selecting how you are feeling (excited or determined), tagging your friends or checking-in to your business. Making a first donation also helps show your commitment and suggested donation amount.

FOR BUSINESS FUNDRAISING, we recommend, www.FirstGiving.com for companies who wish to fundraise with colleagues or clients they may not be connected to on social media. Firstgiving.com offers customizable fundraising pages where you can accept online donations, send "thank you" emails to donors, and share your fundraising progress all from one platform.

1. Search for **Feeding South Florida** from the homepage on www.firstgiving.com. On the campaign page, click the **Join Now** button; Register as a Participant. If you have used FirstGiving before, just click the "Sign in with Email/Facebook" link to sign into your account
2. Select "**I Want To Create My Own Team**" and enter your team name and (optionally) a team description on the campaign page; click the Fundraise button.
3. **Customize Your Fundraising Page** with a personal message and logo; you can make additional edits later. Click Next. An email confirmation will be automatically sent with a link to your personal fundraising page to start sharing with colleagues, clients and business associates

For assistance in completing your fundraising page, please contact our Community Engagement Coordinator, Sibyl Brown, at sbrown@feedingsouthflorida.org or 954.518.1818 x 1835



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JOIN OUR 7TH ANNUAL 24-HOUR SORT-A-THON



Although we have year-round volunteer opportunities, **Hunger Action Month™** brings exciting events that occur only once per year, and one of those events is our **24-HOUR SORT-A-THON!**



For 24-hours, volunteers will sort donated food during eight shifts of three hours each. Be a part of the camaraderie and fun as thousands of pounds of food are sorted for those facing food insecurity!

WHERE FSF MAIN WAREHOUSE 2501 SW 32 Terrace, Pembroke Park, FL 33023

WHEN Friday, September 6th - Saturday, September 7th

SHIFT TIMES

FRIDAY, SEPTEMBER 6

4:00 PM - 6:30 PM
7:00 PM - 9:30 PM
10:00 PM - 12:30 AM

SATURDAY, SEPTEMBER 7

1:00 AM - 3:30 AM
4:00 AM - 6:30 AM
7:00 AM - 9:30 AM
10:00 AM - 12:30 PM
1:00 PM - 4:00 PM (Kids shift*)
*over the age of 6, with adult supervision

HOW To register, please visit our website, volunteer.feedingsouthflorida.org and register for any available shift. Due to space restrictions, we are unable to accommodate walk-ins, and ask that you please register yourself or team, prior to Friday, September 6.

ATTIRE As with any sort shift, please wear comfortable clothing such as a t-shirt and jeans. CLOSED-TOE SHOES must be worn and no heels please. Please do not bring purses or valuables into the warehouse.

For further questions about your volunteer shift or to register a team,
please contact our Volunteer Coordinator, at
volunteers@feedingsouthflorida.org or 954.518.1818 x 1824.



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www.feedingsouthflorida.org

HUNGER ACTION MONTH™

30 WAYS IN 30 DAYS



Print this calendar and post on your refrigerator or bring to the office to share with others. There's something to do every day of the month to take action against hunger and raise awareness!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 SOCIAL SUNDAY Follow us on Facebook, Twitter and Instagram @feedingsouthflorida	2 LABOR DAY Change your social media profile picture and cover image to one of our H.A.M. graphics.	3 REGISTER FOR THIS WEEKEND'S 24-HOUR SORT-A-THON Visit our website to register. Kids shifts included!	4 PLACE AN ORANGE DONATION BOX on your desk at work and help raise funds to end hunger. Every \$1 = 7 meals.	5 HOST A FOOD + FUND DRIVE! Register your drive online and receive a toolkit from FSF	6 7th Annual 24-HOUR SORT-A-THON Sept. 6 th 4:00 PM through Sept. 7 th 4:00 PM 	
8 SOCIAL SUNDAY Post a picture of your grandparents in honor of Grandparent's Day . Donate to FSF to help solve senior hunger.	9 MUSTACHE MONDAY Wear an orange mustache and upload a picture to social media. Tag #FSFGoesOrange @feedingsouthflorida	10 B.Y.O.L. Bring lunch to work or school and donate what you would have spent to Feeding South Florida. Every \$1=7 meals.	11 NATIONAL DAY OF SERVICE Register for our 8:30 a.m. or 1:30 p.m. volunteer shifts.	12 HUNGER ACTION DAY South Florida Food Insecurity Summit at Signature Grand.	13 SET A PLACE at your table tonight for the 706,430 INDIVIDUALS in South Florida who won't eat this evening.	14 HOST A PARTY for friends; serve orange drinks and food. Suggest a donation toward ending hunger. \$1=7 meals
15 SOCIAL SUNDAY Write a hunger message on a paper plate and post a photo. Tag @feedingsouthflorida	16 WRITE A LETTER TO YOUR LOCAL OFFICIALS about how hunger has affected your life or someone you know.	17 TACO TUESDAY Host a Taco Tuesday party at your office or house. Collect a suggested \$20 donation for FSF.	18 REGISTER TO VOLUNTEER AT FSF , either to sort food or help in the office. Data entry, and filing help is always needed and appreciated.	19 HOST A POTLUCK lunch or dinner and discuss with your colleagues, family and friends, how you can help fight hunger.	20 LEARN ABOUT FSF'S EXTRA HELPINGS PROGRAM , and zero food waste. Volunteer to be a food runner!	21 TALK TO MEMBERS OF YOUR FAITH COMMUNITY about organizing a Thanksgiving Food Drive in November.
22 SOCIAL SUNDAY Share the SNAP CHALLENGE on your social pages and ask your friends to participate	 23 TAKE THE SNAP CHALLENGE Eat for a week on a Food Stamp Budget of \$4.50 a day or \$31.50 per week.	24 SKIP A MEAL if you're healthy enough to do so, skip a meal to understand how hunger feels.	25 WINE NOT? Host a happy hour wine tasting after work for clients. Collect a suggested \$20 donation for FSF.	26 CAFFEINE FREE Skip coffee at your favorite coffee spot and donate the money instead to FSF.	27 BE SWEET Host a bake sale at your office or school and donate proceeds to FSF	28 GOT KIDS? Take time to visit our website to learn more about the FSF Youth Ambassador Program!
29 SOCIAL SUNDAY Dress up your furry friend in orange. Post a photo and tag @feedingsouthflorida	30 BECOME A HUNGER HERO. Hunger doesn't stop when Hunger Action Month is over. Contact FSF about year-round giving.	Events will be added to this calendar, and subject to change. For the most up-to-date calendar, visit www.feedingsouthflorida.org Want to host an event for Feeding South Florida? Contact our Community Engagement Coordinator, Sibyl Brown, at sbrown@feedingsouthflorida.org or 954.518.1818 x 1835				

HUNGER ACTION MONTH™ GET INSPIRED. GO ORANGE.



There are countless ways to support Feeding South Florida during Hunger Action Month. Inquire about our **H.A.M. t-shirts** and **donation boxes** to help you **GO ORANGE**.



Host a Breakroom Bake Sale



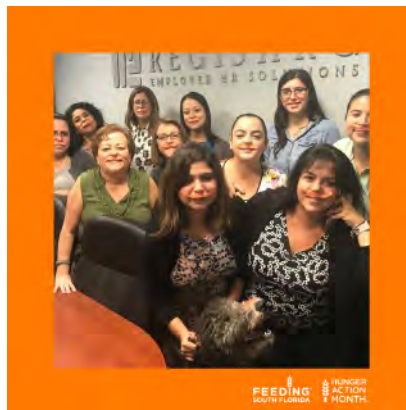
Get a Signature Manicure



Create a Signature Drink



Display a Donation Box



Wear a Moustache



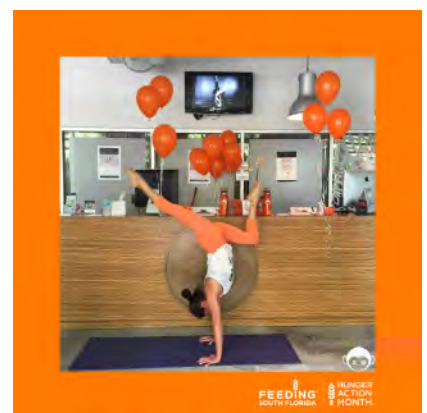
Light Up a Landmark



Proclaim Your Stand



Sport Your Support



Decorate Your Workplace



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