



[GBFB.org/HungerActionMonth](https://GBFB.org/HungerActionMonth)

September is Hunger Action Month™

# Every action counts.

**THE GREATER BOSTON FOOD BANK**

Feeding Eastern Massachusetts



HUNGER ACTION MONTH™ |  FEEDING AMERICA

# ABOUT THIS TOOLKIT

**Welcome to The Greater Boston Food Bank's (GBFB's) 2025 Hunger Action Month resource kit.**

Please join us for Hunger Action Month this September by using the turnkey materials and resources on the following pages to spread awareness and encourage your communities to take action.

This toolkit is a resource for everyone in GBFB's network: Agency Partners, donors, board and committee members, community members, advocates, and Team GBFB. We have included messaging to craft custom communications and promotional assets such as graphics and copy to leverage in your social channels..

**Thank you for being a valued member of GBFB's network.**

[GBFB.org](https://gbfb.org)

## DEAR FRIENDS,

I am pleased to introduce this year's Hunger Action Month campaign toolkit to you.

Hunger Action Month is the Feeding America network's annual awareness campaign that takes place each September to encourage the public's engagement in the movement to end hunger. The national office leads activations, and at GBFB, the heart of the campaign resides with each of you as you engage with your community, not only in September, but all year round.

Catalytic moments in history have one thing in common: they bring people together around a shared purpose, sparking collective action that drives lasting change. In those moments, individuals step up—lending a hand, raising their voices, and becoming part of something larger than themselves. Today, we face another such moment. The largest cuts to SNAP and Medicaid in history have been signed into law, threatening the well-being of millions.

We know hunger can be ended—but only if we act together with urgency and determination.

This year's Hunger Action Month draws on that truth, mobilizing individuals and communities to take action—because ending hunger is only possible when we all rise to meet the moment.

I am deeply grateful for your steadfast partnership in ensuring people across Eastern Massachusetts have access to the food they need to thrive, and I am optimistic that we can meet this moment—Hunger Action Month—and end hunger here.

With heartfelt gratitude,

A handwritten signature in black ink, reading "Catherine D'Amato".

Catherine D'Amato  
President & CEO, The Greater Boston Food Bank

# Campaign Overview

## What is it?

**Hunger Action Month™** (September) is the Feeding America network's annual nationwide campaign designed to inspire people to take action and raise awareness of hunger in the United States. [Learn more here.](#)

**Hunger Action Day®** (Tuesday, September 9, 2025) is a day where collective efforts across the country are focused for greater impact.

The Greater Boston Food Bank (GBFB) and its network are working together to raise awareness about hunger and inspire our neighbors to get involved this September and throughout the year.

## How can you participate?

**You have a choice. Choose to end hunger** by donating, fundraising, volunteering, learning about hunger in your community, or advocating for food assistance.

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## KEY MESSAGES

- Together, we have the power to end hunger here.
- Hunger is a big problem, and big problems call for big solutions.
- There's plenty of food in Massachusetts, but 600,000 neighbors still don't have the food they need to thrive.
- One in three people in Eastern Massachusetts experience food insecurity.
- Join the movement to end hunger here.
- Every action counts—whether you donate to GBFB, advocate, volunteer, or spread the word online.
- Hunger is a daily lived reality of 1 in 3 people in Eastern Massachusetts.

**Thank you for being a valued member of GBFB's network.**

# IMPORTANT DATES SEPTEMBER 2025

Week 1 (9/1–9/7) *Note: MA prelim. municipal elections are held throughout the month*

Monday, 9/1 Labor Day Observance	2	3	4	5
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Week 2 (9/8–9/14)

8	Tuesday, 9/9 Hunger Action Day	10	Thursday, 9/11 9/11 Day of Service Event	12
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Week 3 (9/15–9/21)

15	Tuesday, 9/16 National Voter Registration Day	17	Thursday, 9/18 WCVB Day of Giving	Fri 9/19 - Sun 9/21 Food Bank Influencer show @ ArtsEmerson
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Week 4 (9/22–9/28)

Monday, 9/22 <u>Virtual GBFB Advocacy Training</u>	Tuesday, 9/23 <u>Virtual GBFB Advocacy Training</u>	24	25	26
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Visit our website for more info on these events! [GBFB.org/HAM](https://GBFB.org/HAM)



# Every Action Counts: Donate

## Help us Close the Meal Gap

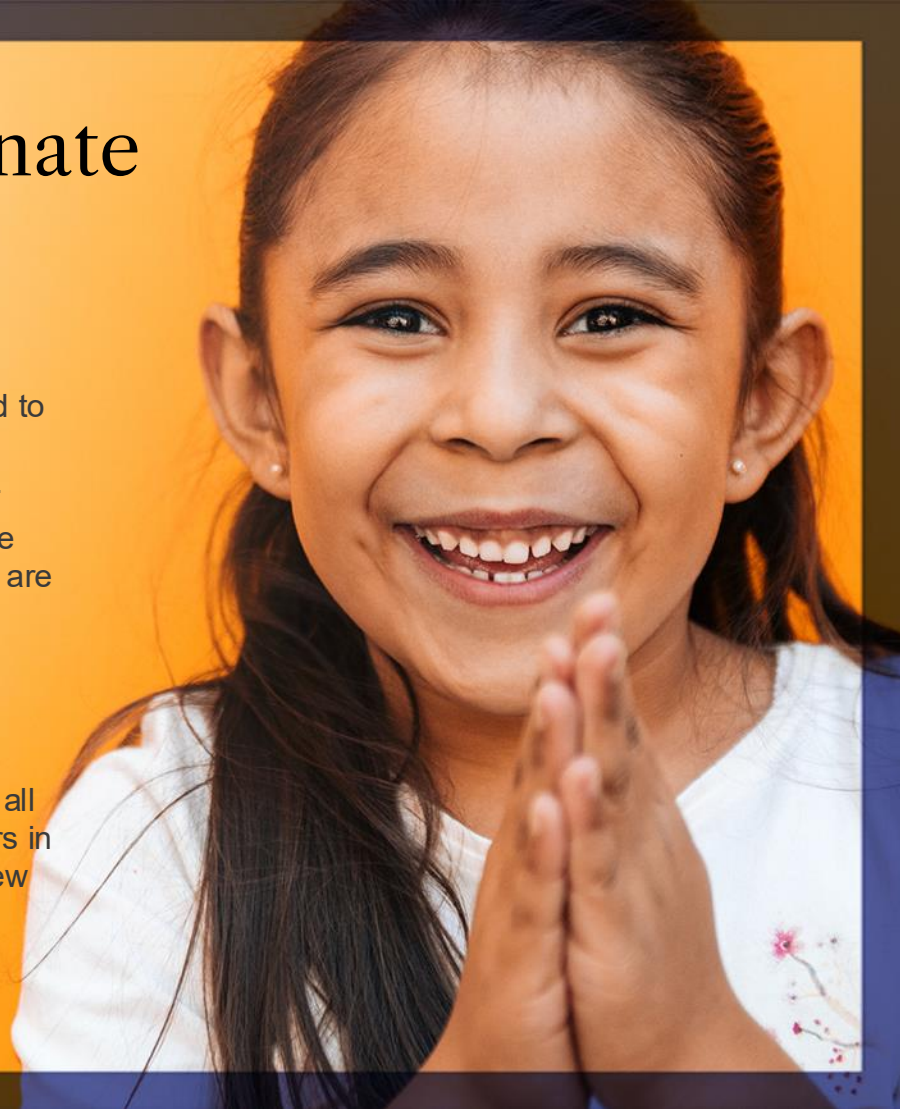
With recent decreases to federal hunger-relief funding, we need your help right now as more food-insecure families will be forced to turn to an already overextended and underfunded hunger relief network to close their meal gap as they lose these vital benefits.

Four GBFB donors have stepped forward to match all gifts made before December 31, 2025, up to \$ million. By [giving today](#), you are helping the 1 in 3 people already struggling with food insecurity and helping GBFB prepare for the tumultuous times ahead.

## Give on air

- Thursday, September 19: WCVB Channel 5 Day of Giving

The current hunger crisis in Massachusetts is alarming. Tune in all day to learn more about how GBFB is empowering our neighbors in need and donate to our **Strength in Unity Challenge**. Every new and increased gift will be matched as we stand together for a hunger-free Eastern Massachusetts.



# Every Action Counts: Advocate

If we raise our voices in unison, we can influence anti-hunger policy at the federal, state, and local level. Your voice matters.

## Take Action:

- Join our GBFB advocacy trainings on [9/22](#) or [9/23](#).
- [Sign up for GBFB Advocacy Email alerts to stay up-to-date](#).
- Join [Boston Food Access Council's 2025 panel discussion](#) with candidates running for Mayor or City Council in Boston's November 2025 elections.
- Tell your [Representative and Senator](#) that hunger relief needs to be prioritized and [post about anti-hunger policy issues](#).
- In partnership with a community food provider, invite a legislator to tour or volunteer during a food distribution window and share about why hunger-relief matters to you.

**Want to learn more about how you can participate?**

Email Sr. Public Policy Manager, Kate Adams at [govrelations@gbfb.org](mailto:govrelations@gbfb.org).





# Every Action Counts: Volunteer

Volunteers play a critical role in helping to end hunger in Eastern Massachusetts.

- To find a GBFB partner agency near you, visit our [Need Food](#) pantry finder page. Reach out to our partners to learn about volunteer opportunities.
- Volunteer as support staff at the [Boston Meal Pack for 9/11 Day](#).
- GBFB books volunteer opportunities months in advance. Sign up at [GBFB.org/Volunteer](#)
- Explore other opportunities to volunteer to end hunger at [Bostoncares.org](#).



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# Every Action Counts: Share on Social Media

Use your social network to raise awareness of hunger by sharing pictures, stories, and calls to action!

## Suggested Posts

- September is **#HungerActionMonth**! It takes many hands – including yours – to make sure every person facing hunger gets the food they need. Wherever you are, you can do your part...because we CAN end hunger, when we all work together. [\[gbfb.org/ham or your organization's URL\]](https://gbfb.org/ham)
- Everyone needs nutritious food to thrive. Yet, one in three people in MA experience food insecurity. This September, for **#HungerActionMonth**, donate to support families across the country. Join us at [\[gbfb.org/ham or your organization's URL\]](https://gbfb.org/ham)
- Throughout the month of September, The Greater Boston Food Bank is celebrating **#HungerActionMonth** by sharing a few important ways you can get involved to help end hunger. Click the link to learn more. [\[gbfb.org/ham\]](https://gbfb.org/ham)

**Hashtags:** #HungerActionMonth & #EndHungerHere

**GBFB.org Tag:** @Gr8BosFoodBank



# PROCLAMATION TEMPLATE

Proclamations can help bring awareness to the issue of hunger and provide a way to engage your elected officials.

For the past several years, both the MA Governor and Boston Mayor have issued proclamations in recognition.

Reach out to your mayor, councilors, or select boards and urge them to issue a Hunger Action Month proclamation using [this template](#)!



# SOCIAL MEDIA GRAPHICS



[Download Here](#)

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## THOUGHT STARTERS

# E-NEWSLETTER/BLOG/WEBSITE CONTENT

- **I Took Action, You Can Too:** Have a volunteer, or series of volunteers, blog about how they took action during Hunger Action Month (then elevate those blogs onto your social media account for maximum exposure).
- **Why My Company Is Taking Action This September:** Work with your company (or one of your most active corporate partners) and ask if your CEO or head of employee engagement would write a short article for your e-newsletter on why they're getting involved to support your organization during Hunger Action Month. Then provide a point of contact for others to reach out for similar opportunities for involvement.



# PRESS RELEASE TEMPLATE

This is a template that mirrors the national message; however, it leaves openings for you to customize with key local facts and Hunger Action Month activities.

We encourage you to issue your release in advance of Hunger Action Month to serve as a heads up to media partners.

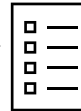
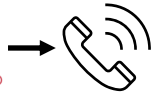
*Download template [HERE](#)*

# MEDIA PITCH IDEAS

- **[City] is Turning Orange for Hunger Action Month:** If your food bank has coordinated the turning orange of any landmark buildings in your city or service area, invite media to be there for the moment. If you can, invite a local celebrity or government official to draw additional attention to the issue and the event.
- **[X Station] is Turning Orange for Hunger Action Day:** Ask your local media contacts if they would wear orange on Hunger Action Day, and ask their anchors to wear orange ties, dresses, etc. as well. You can offer up your CEO/ED for an in-studio interview about Hunger Action Month and Hunger Action Day, and to provide ways for viewers to take action.

# SPREAD THE WORD ABOUT GBFB'S SNAP OUTREACH AND ENROLLMENT TEAM!

- GBFB's SNAP Outreach Team is trained by the Department of Transitional Assistance (DTA) to help with SNAP applications and existing cases.
- Refer anyone interested in enrollment at [GBFB.org/snap](https://GBFB.org/snap) or by scanning the QR code below.
- We'll call within 5 business days to complete a confidential eligibility screening and provide a benefit estimate.
- If the client chooses to apply, we'll submit the application to DTA and offer support throughout the process.
- Order outreach materials [here](#), and contact us at [snap@gbfb.org](mailto:snap@gbfb.org) with questions.



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# Every Action Counts: Go Orange!

The Greater Boston Food Bank and the City of Boston are going **ORANGE** on Hunger Action Day® – **Tuesday, September 9.**

Join us by wearing orange on Hunger Action Day® and posting a picture on social media using the hashtags #HungerActionMonth & #EndHungerHere and tag @Gr8BosFoodBank!





# THANK YOU!





# Hunger Action Month® | FEEDING AMERICA

Questions? Visit [gbfb.org/ham](https://gbfb.org/ham) or reach out to Kate Adams, Senior Public Policy Manager, at [govrelations@gbfb.org](mailto:govrelations@gbfb.org).

Thank you for being a valued member of GBFB's network!