

Hunger Action Month[®] | FEEDING AMERICA[®]

September 2026

Every action counts.

The Greater Boston
**FOOD
BANK** 
Feeding Eastern Massachusetts

About This Toolkit

Welcome to The Greater Boston Food Bank's (GBFB's) 2026 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. We have included messaging to craft custom communications and promotional assets including graphics and captions for your social channels.

Thank you!

Dear Friends,

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

Hunger Action Month is Feeding America's annual September campaign dedicated to educating the public and driving action to end hunger. While it's a national movement, its true power lies in our individual capacity to mobilize local support and action.

Our neighbors need our help now more than ever. The cost of living, high inflation, and new restrictions on federal assistance programs including SNAP are all resulting in more households here in Eastern Massachusetts struggling to afford food and relying on GBFB's network of community partners.

With my retirement at the end of the month, I've been reflecting on my many years at GBFB. Time and time again, you, our community, have stepped up and used our collective power to drive real, impactful change. **Every box of fresh, nutritious food delivered and every family reached happened because you stood with us.**

Thank you for thirty incredible years. This Hunger Action Month, I invite you to help launch GBFB's next chapter. Your voice, your time, and your contributions matter.

With appreciation,



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

Campaign Overview

1 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 29, 2026) is a day when collective efforts across the country are focused for greater impact.

The Greater Boston Food Bank (GBFB) and its network join together to raise awareness and inspire our neighbors to [get involved](#) in our movement to end hunger.

2 How can you participate?

Donate, fundraise, volunteer, advocate, and spread the word about hunger.

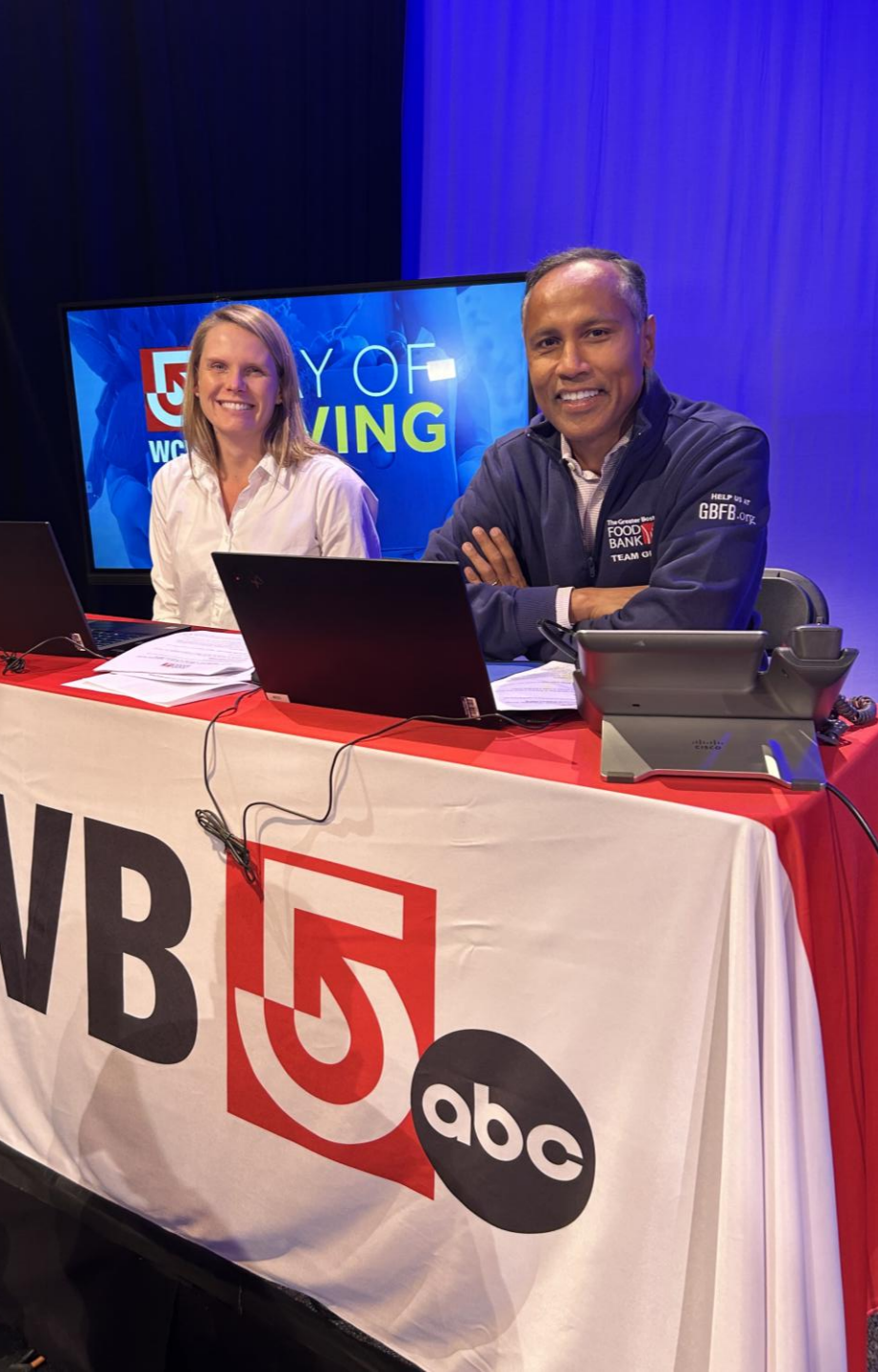
Key Messages

- 1. Together, we have the power to end hunger here.**
- 2. In 2025, 40% of our neighbors across Massachusetts experienced food insecurity.**
- 3. Hunger is on the rise because of federal policy changes and the high cost of living.**
- 4. Join our movement to end hunger – whether you donate to GBFB, advocate, volunteer, or spread the word online.**

Hunger Action Month Dates: September 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 MA Primary Elections	2	3	4	5
	7 Labor Day	8	9 Pats v. Seahawks <u>Friendly Football Fundraising Challenge</u>	10	11 <u>9/11 Day of Service</u>	12
	14	15 National Voter Registration Day	16	17 <u>WCVB Day of Giving</u>	18	19
	21	22 <u>Virtual GBFB Advocacy Training</u>	23 <u>Virtual GBFB Advocacy Training</u>	24	25	26
27 Three Squares New England <u>Ride & Stride for Food</u>	28	29 Hunger Action Day	30			

Visit our website for more info on these events: GBFB.org/HAM



Every Action Counts: Donate

Hunger is on the Rise

During Hunger Action Month, your support helps ensure children, families, and seniors across Eastern Massachusetts have access to the healthy food they need. Hunger is rising sharply due to increased grocery prices and new SNAP enrollment and eligibility barriers, with nearly 40% of households now experiencing food insecurity. Every gift, no matter the size, helps provide nutritious food for our neighbors and strengthens our community. **Take action today by making your gift [here](#)** and join us in building a hunger-free Eastern Massachusetts.

Give On Air

Thursday, September 17: [WCVB Channel 5 Day of Giving](#)

Tune in all day to learn more about how GBFB is empowering our neighbors in need.

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:

- Sign up for [GBFB Advocacy Email alerts](#) to stay up-to-date.
- Learn how [candidates on your ballot would address hunger](#) through meaningful policy change.
- Join our GBFB Advocacy 101 trainings on [Tues 9/22](#) or [Weds 9/23](#).
- Tell your members of Congress to pass meaningful hunger-relief policies using Feeding America's [digital advocacy tool](#).
- In partnership with a community food provider, invite a legislator to tour or volunteer.

Want to learn more about how you can participate?

- Email Sr. Public Policy Manager, Kate Adams at 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](https://www.gbfb.org/Volunteer).
- Explore other opportunities to volunteer to end hunger at [Bostoncares.org](https://www.bostoncares.org).

Every Action Counts: Share on Social Media

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

Suggested Posts

- September is **#HungerActionMonth**! More MA residents than ever are facing hunger as prices rise and SNAP enrollment falls. It takes many hands – including yours – to make sure every person gets the food they need. [\[gbfb.org/ham or your organization's URL\]](https://gbfb.org/ham)
- A record 40% of MA households experienced food insecurity last year. But hunger is a solvable problem. This **#HungerActionMonth**, we need your voice. Join us at [\[gbfb.org/ham or your organization's URL\]](https://gbfb.org/ham)
- As the costs of basics rise and federal benefits for families dwindle, our work is more important than ever. This **#HungerActionMonth**, **you can make a difference in your community**. Click the link to learn more. [\[gbfb.org/ham\]](https://gbfb.org/ham)

Hashtags: #HungerActionMonth & #EndHungerHere **Tag:** @Gr8BosFoodBank



Social Media Graphics

Click the links below to access ready-to-use graphics for your website and social media accounts.

[Download Graphic 1](#)
[Download Graphic 2](#)



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 of Hunger Action Month.

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





Thought Starters for Newsletter, Blog, and Websites

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.

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/reporters to wear orange ties, dresses, etc., and share their support on social media. 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.

Launch a Cause Marketing Campaign

Cause marketing promotions are a great way to raise funds and awareness to end hunger here while also involving customers in the effort to give back. Whether it's donating a % of proceeds during September, donating a set dollar amount each time a designated item is sold, or encouraging your customers to round up and make their own donation at the register, local businesses can make a big impact through cause marketing!

Do you know a business that might be interested in participating? Complete this [short questionnaire on our website](#) so that a GBFB staff member can coordinate next steps with you.



Every Action Counts: Go Orange!

The Greater Boston Food Bank and the City of Boston are going **ORANGE** on Hunger Action Day® – **Tuesday, September 29.**

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



Spread the Word About GBFB's SNAP Outreach and Enrollment Team!



SNAP Enrollment Information

- GBFB's SNAP Outreach Team is trained by the Department of Transitional Assistance (DTA) to help with SNAP applications and existing cases.
- Anyone looking for assistance with SNAP can contact us at [GBFB.org/snap](https://gbfb.org/snap) or by scanning the QR code.
- We'll call within 5 business days to complete a confidential phone conversation about SNAP.
- We can check case statuses, submit documents to DTA and contact DTA directly for support.
- Order outreach materials [here](#) and contact us at snap@gbfb.org with questions.

Thank You!



Questions? Visit gbfb.org/ham or reach out to
Kate Adams, Senior Public Policy Manager,
at govrelations@gbfb.org.

Thank you for taking action!



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