

September is HUNGER ACTION MONTH

WHAT IS HUNGER ACTION MONTH?

September is Hunger Action Month, a month where people all over the nation mobilize and take action in the fight against hunger. The New Braunfels Food Bank is proud to rally with Feeding America, and our network of over 200 food banks, to encourage everyone to raise awareness of food insecurity and dedicate ourselves toward a solution.

WHY TAKE ACTION?

Everyone has a role to play in fighting hunger. Our community's need for support has been intensified by the effects of the pandemic, inflation, federal benefit policy changes, and more. As a result, the New Braunfels Food Bank has grown to serve over 7,000 clients each week across Southwest Texas. We take action to help individuals and families get the nourishment they need.

2023 CAMPAIGN



This year, we are focusing our efforts to ensure Hope Is An Action this September! Through challenging times, our community has always maintained a spirit of HOPE. This Hunger Action Month, we encourage everyone to take actions that allow HOPE to grow. Your GIVE HOPE actions of donating Food, Time, Money, and Voice create opportunities for individuals and families in our community to GET HOPE. Please join us in fighting hunger to provide HOPE for today and HOPE for the future.

NATIONAL HUNGER ACTION DAY

Take action on Hunger Action Day by wearing orange and spreading awareness about food insecurity.



To learn more about Hunger Action Month, visit nbfoodbank.org/ham



Take Action



GIVE FOOD

Every pound of food counts. **Start A Food Drive** or donate directly to the New Braunfels Food Bank. Thanks to our partners at Santikos, if you donate three of our **12 Most Wanted Items** at your local **Santikos Movie Theater**, you will receive a free popcorn and game card.

Food Drop-Off: Donations can be delivered to the New Braunfels Food Bank or participating RBFCU locations through September.

GIVE TIME

We appreciate our volunteers every day of the year, but there will be an extra perk this Hunger Action Month. Thanks to our presenting partner **Whataburger**, if you **volunteer during September**, as a thank you, you will receive a buckslip voucher for a Free Whataburger!

Volunteer: nbfoodbank.org/volunteer



GIVE MONEY

Every \$1 donated provides 7 meals to individuals and families in our community. **Donate** or **Start A Fund Drive** today.

Online: nbfoodbank.org/ham/donate

Phone: 830-327-6000

Mail: 1620 S. Seguin Ave. New Braunfels, TX 78130

GIVE VOICE

We believe the voice of the community is a powerful way to affect change. Help **spread awareness** of Hunger Action Month with your network! **Share this toolkit** or engage with any of our **digital resources**.

Tag us @nbfoodbank or use #NBFoodBank #HungerActionMonth



HOPE
IS AN ACTION

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DIGITAL RESOURCES



ADVOCATE DIGITALLY

During the month of September, you can advocate for Hunger Action Month by switching out your digital meeting background or cover profile images on social media.

When people ask you about the change, send them to nbfoodbank.org/ham, so they can learn more about food insecurity and what they can do to take action!

Download Digital Resources at nbfoodbank.org/ham



EXERCISE YOUR INFLUENCE

Put your social media influencer skills to the test and post about Hunger Action Month during the month of September to spread awareness. Send your followers to nfoodbank.org/ham, so they can learn more about the New Braunfels Food Bank's mission and what they can do to help.



Sample Post #1

September is #HungerActionMonth! This year, the New Braunfels Food Bank would like to ensure that #HopelsAnAction.

We can all give someone hope this month by donating. Head to nbfoodbank.org/ham to take action.

Sample Post #2

#GiveHope, #GetHope.

We all know doing good helps you feel good. This #HungerActionMonth, we can give hope by supporting the @nbfoodbank with donations that establish and maintain resources for the community. Head to nbfoodbank.org/ham to learn more about what you can do to take action.



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					<p>1</p> <p>National Food Bank Day: Head to nbfoodbank.org & learn about ways you can help. Then, share something you learned on social media. #NBFoodBank</p>	<p>2</p> <p>Follow @NBFoodBank Throughout the month, we'll share ways to take action to #GiveHope.</p> 	
<p>3</p> <p>Schedule a tour of the NB Food Bank learn more about how we turn hope into an action!</p>	<p>4</p> <p>Labor Day: Share information about our job training services with a friend! The NB Food Bank has many resources that can help people secure hope for a better tomorrow.</p>	<p>5</p> <p>Sign up for a volunteer shift at the NB Food Bank during September and receive a buckslip for free Whataburger!</p> 	<p>6</p> <p>Start a Virtual Fundraiser! A virtual fund drive can be conducted by any organization or group. Every \$1 helps us provide 7 meals to our community.</p>	<p>7</p> <p>Challenge yourself and friends to memorize our 12 Most Wanted Items listed on our website. Your circle will have fun gaining donor insight.</p>	<p>8</p> <p>Donate three items from our 12 Most Wanted Items listed on our website to your local Santikos Movie Theater and receive a free popcorn and game card.</p> 	<p>9</p> <p>Can "Four" Change: Stash this month's spare change in a jar and donate it to the NB Food Bank at the end of the month!</p> 	
<p>10</p> <p>Motivate others to give back. Reshare our Hunger Action Month social media post to spread awareness in your network.</p>	<p>11</p> <p>Matching Monday: Ask a friend to match your online donation to the NB Food Bank.</p> 	<p>12</p> <p>When in doubt, sing it out. Schedule a karaoke night with friends and ask them to bring a cash donation for song requests. Donate the collected money to the NB Food Bank!</p>	<p>13</p>  <p>What-a-Wednesday! Donate \$1 at your local Whataburger and receive a buckslip for a free Whataburger on your next visit.</p>	<p>14</p> <p>#FeedHope this September and drop off non-perishable food donations at the NB FoodBank or participating RBFCU locations.</p> 	<p>15</p> <p>Hunger Action Day Wear orange and spread awareness on ways to fight hunger in your community. Visit our socials for a giveaway!</p>		<p>16</p> <p>Sign up for a Client-Choice Pantry shift at the NB Food Bank during September and receive a buckslip for a free Whataburger!</p> 
<p>17</p> <p>Join Us For Our 7th Annual Farm-To-Table Dinner, Locally Grown! Purchase tickets at nbfoodbank.org/locallygrown/tickets/</p> 	<p>18</p>  <p>National Cheeseburger Day! Visit Whataburger and donate \$1 to the NB Food Bank to receive a "thank you" buckslip for a free Whataburger!</p>	<p>19</p> <p>Continue giving hope to families throughout the year by becoming a Core Club recurring monthly donor.</p> 	<p>20</p> <p>Today is The Big Give! Take action in a BIG way by donating to the New Braunfels Food Bank at nbfoodbank.org/ donate.</p>	<p>21</p> <p>#GiveHope Gather a group of friends and sign yourselves up for a Kitchen Volunteer shift to help prep meals for families in the community.</p>	<p>22</p> <p>Get The Kids Involved: Explain to kids what Hunger Action Month is and ask them to design a poster. Take a pic, tag us on social for a chance to win a giveaway! @NBFoodBank #HungerActionMonth</p>	<p>23</p> <p>Help others Get Hope. Visit nbfoodbank.org/need-help to learn about the NB Food Bank's resources and services. You can help educate others on how to get assistance.</p>	
<p>24</p> <p>Donate to pets in need! Did you know the NB Food Bank accepts pet food donations for furry friends in need?</p> 	<p>25</p> <p>Monday Movie! Bring three items from our online 12 Most Wanted Items list to donate at your local Santikos Movie Theater & receive a free popcorn and game card.</p> 	<p>26</p> <p>Give hunger a voice. Register to vote, call, or write your elected representatives to demand more action on hunger fighting initiatives.</p> 	<p>27</p> <p>Start a Food Drive! A food drive can be conducted by any organization or group. Not sure what items to gather? Check out our 12 Most Wanted Items listed on our website!</p>	<p>28</p> <p>Give the garden a go! Grab your crew and sign up for a Garden Volunteer shift. Learn about agriculture and help provide fresh produce to your community.</p>	<p>29</p> <p>Are you brave enough to end HAM with a bang? Show your ultimate orange in public - paint your face, wear an orange hat, or deck your car out! Share it with us on socials for a chance to win a giveaway!</p>	<p>30</p> <p>Although the month is over, you can #GiveVoice all year long! Learn about hunger in your community and then share with your friends and family on social media.</p>	



To learn more about **Hunger Action Month** visit nbfoodbank.org/HAM

