

2023 | PARTNER ENGAGEMENT TOOLKIT

HUNGER ACTION MONTH™

You make the difference for your community.



centralpafoodbank.org/ham

Hello PARTNERS,

Hunger Action Month (HAM) is part of a nationwide effort to generate awareness and motivate local action to end hunger. Throughout the month of September, the Central Pennsylvania Food Bank (CPFEB) will join the Feeding America network for Hunger Action Month. Join us!

Hunger Action Month allows us to use our collective voices to advocate, educate and work together to end hunger and food insecurity. In honor of Hunger Action Month, and Hunger Heroes like you, we are providing amazing opportunities to Advocate, Educate, and Work Together. Each time you Advocate, Educate, and Work Together, your pantry will earn Crunch Bucks.

EARN CRUNCH BUCKS

Weekly random partner selection, including \$50 Crunch Bucks and one grand prize \$250.

Other Giveaways Include:

- 200 dozen eggs
- 150 pounds mystery shop boxes
- 1 cereal pallet
- 5 cases of frozen turkeys (4 per case)



Crunch Bucks are funds on account at Central Pennsylvania Food Bank



Our neighbors all have their own stories, it took strength and courage to arrive at our doors and ask for help. We all think that food insecurity won't happen to us, but the reality is that we are helping our neighbors, our veterans, seniors, working families and children.

Check out <https://playspent.org/> for a glimpse inside poverty. This simulation will have you select a job and everyday challenges arise as you are trying to make it through the month, such as your car breaking down or an emergency dental appointment.

SCHEDULE A VISIT WITH CRUNCH

Schedule a visit with Crunch, our brand-new mascot.

Crunch is an engaging and intentional way to talk about hard things, the hunger that affects our communities each day. Crunch can visit your pantry, volunteer alongside you, take photos – meet your neighbors and bring smiles.

Please email your requests to HAM@centralpafoodbank.org



WAYS TO GET INVOLVED

ADVOCACY

- Sign up for advocacy alerts at <https://www.centralpafoodbank.org/take-action/advocate/>
- Invite an elected official to your facility for a tour and to discuss food insecurity.
 - Contact your Senator [here](#).
 - Contact your Federal Representative [here](#).
 - Contact your State Senator [here](#).

EDUCATION

- Participate in our Hunger Action Month Crunch Bites virtual sessions:
 - Advocacy: Public Policy on September 7, 2023, at 10:00 AM. Register [here](#).
 - SNAP Information on September 28, 2023 at 2:00 PM. Register [here](#).
- Host Crunch, CPF B's new mascot, at your facility to meet neighbors! To request an appearance email us at: HAM@centralpafoodbank.org
- Look for a special email message with a QR code to scan for additional crunch bucks!
- Take a picture with your staff, volunteers, and team; your CPF B delivery driver and email to HAM@centralpafoodbank.org. Complete the [Photo Release Form](#).
- Every social media post where CPF B is tagged earns entry. #centralpafb #HungerActionMonth
- Share the HAM toolkit with your staff, volunteers, and others.
- Tell us about your activities for Hunger Action Month here: <https://forms.office.com/r/MPvhAUTerX>
- Watch this video: [Neighbor Perspective](#)

WORK TOGETHER

- Attend a CPF B packing event.
 - [Williamsport Pack-a-Thon](#): September 6th from 8:00 AM - 8:00 PM
 - [Harrisburg Pack-a-Thon](#): September 23rd from 8:00 AM - 8:00 PM
- Wear Orange Wednesday (email a photo of your volunteers, staff, and you in orange on one of the Wednesday's in September. Email that photo to HAM@centralpafoodbank.org.)
- Share a story about how you serve your community [here](#).
- Share a story about a Hunger Hero at your agency [here](#).



HUNGER ACTION MONTH PACK-A-THON



SEPTEMBER IS HUNGER ACTION MONTH!

During this time, we come together as one community with the common goal of ending hunger. In this spirit of service, **the Food Bank will host two Pack-A-Thon events** to raise awareness of food insecurity and reinforce the importance of giving back to our communities.

FOOD
is community

WHAT IS A PACK-A-THON?

A Pack-A-Thon is a special event hosted by the Food Bank where hundreds of volunteers come together in the span of just hours to make a huge impact for our neighbors facing hunger. Volunteers will work in unison to pack boxes of nutritious food for distribution to families, veterans, seniors, and many others. The Food Bank will also be hosting other meaningful, yet fun projects during volunteer shifts. This will be a time of service, learning, and camaraderie as we unite for a common cause.



HOW CAN YOU HELP? *Join us!*

Both of our Healthy Food Hubs will host a Pack-A-Thon to best support the surrounding community.

Limited Volunteer Spaces Available – Sign up Today!

centralpafoodbank.org



Williamsport Healthy Food Hub Pack-A-Thon

Wednesday, September 6th
8am to 8pm



Scan to Register

Harrisburg Healthy Food Hub Pack-A-Thon

Saturday, September 23rd
8am to 8pm



Scan to Register