



Business Campaign Toolkit

This toolkit is designed to help your business engage your colleagues, spread the word, and make the most of your campaign for Golden Harvest Food Bank. Inside, you'll find activity ideas and tips for building team spirit. This toolkit also includes ready-to-use social media posts and images. You'll find five weekly post templates for October plus a final "thank you" message for Halloween. Share them all or pick what fits your style and schedule.

What's Inside

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- Team Engagement Ideas
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Why It Matters

1 in 6 neighbors and 1 in 4 children in our region face hunger. That means someone down the road might not know where their next meal is coming from.

Every \$2 you raise can provide 5 meals for local families. Every food item you donate fuels hope. Every effort brings us one step closer to ending hunger.

Team Engagement Ideas

Build Awareness and Connection

Showcase your community spirit by engaging clients in your drive! Consider:

- Matching their donations
- Hosting a customer appreciation event with proceeds going to the campaign
- Inviting them to vote on fun challenges for your staff

Create Fun and Friendly Competitions

- **Costume Contest:** Ask for a donation to enter. Vote with dollars. \$1 = 1 vote.
- **Potluck for a Purpose:** Pick a fun theme like Fall Favorites, Around the World, or Crocktober. Ask for canned goods or a donation to join the lunch.
- **Steps Challenge:** Walk for a cause. Donate for every 5,000 steps tracked.
- **Trick-or-Treat Desk Crawl:** Decorate workspaces and donate \$2 to join the crawl.
- **Team Competitions:** Divide departments into teams and reward the group that raises the most dollars or non-perishable food items.
- **Lunch In, Give Back:** Pack lunch or skip the coffee run for a day and donate what you saved.
- **Silent Auction or Raffle:** Collect items from staff and auction or raffle them off for donations.

Theme Day Ideas

Each participant donates \$5 to join the fun. Some ideas include Pajama Day, Fall Colors Day, Crazy Hat Day, or Sports Jersey Day.

Social Media Toolkit

Use these ready-to-go posts and images to spread the word on Facebook, Instagram, and X (Twitter). Customize each post with your business name, donation link, or any additional details in [BRACKETS].

Tag Golden Harvest Food Bank

- Facebook: @GoldenHarvestFoodBank
- Instagram: @goldenharvestfoodbank

- X (Twitter): @ghfbEndHunger

Use Hashtags

#ItsSpookyToBeHungry
#ScareAwayHunger
#NeighborsFeedingNeighbors
#EveryMealMatters

Tips for Posting

- Aim to post 1–2 times per week in October.
- Share on company pages and in local community groups.
- Add your own photos or stories for a personal touch.
- At the end of the campaign, consider posting your own thank-you message highlighting your team's efforts.

Weekly Post Templates

Week 1: Kickoff Week

Facebook/Instagram

One of our favorite fall traditions is back!

Our team is proud to support **It's Spooky to Be Hungry®** with [TAG Golden Harvest Food Bank]. For 34 years, businesses across our community have come together each October to help families facing hunger, and we're excited to be part of that tradition.

Join us as we work together to make a difference.

Donate here: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

We're kicking off **#ItsSpookyToBeHungry** with @ghfbEndHunger!

Proud to be part of a 34-year tradition of businesses giving back to our community.

[YOUR LINK]

#ScareAwayHunger

Week 2: Neighbors Helping Neighbors

Facebook/Instagram

Great things happen when our community comes together, and that includes local businesses.

Every donation, every food item collected, and every teammate who gets involved helps families across our region. Just **\$2 helps provide 5 meals**.

Thank you for helping us continue a tradition of giving back.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

Week 3: Hunger is Scary

Facebook/Instagram

For 34 years, businesses across our community have helped continue a tradition of supporting neighbors facing hunger.

Today, **1 in 6 people and 1 in 4 children** in our region face food insecurity. At the same time, rising grocery prices, higher transportation costs, and fewer donated food items mean food banks are being asked to do more with less.

That's why this tradition matters.

Together, we can help ensure families across our community have the food they need.

Support our campaign: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger #EveryMealMatters

Week 4: Final Push

Facebook/Instagram

We're almost there!

There's still time to be part of a community tradition that has helped families facing hunger for 34 years. Every donation brings us one step closer to helping ensure our neighbors have the food they need.

Let's finish strong!

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

Final days of **#ItsSpookyToBeHungry!**

Help us finish strong with @ghfbEndHunger.

Every gift makes a difference.

[YOUR LINK]

#ScareAwayHunger

October 31: Thank You

Facebook/Instagram

Thank you to our employees, customers, and community for making this year's **It's Spooky to Be Hungry®** campaign a success!

Together, we've helped continue a 34-year tradition of businesses giving back and supporting neighbors facing hunger.

We're grateful to partner with [TAG Golden Harvest Food Bank] to help build a stronger, healthier community.

Still want to give? Visit: [YOUR LINK]

Every **\$2 helps provide 5 meals.**

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

Thank you for helping us continue a 34-year tradition of businesses giving back!

There's still time to support **#ItsSpookyToBeHungry**:

[YOUR LINK]

@ghfbEndHunger #ScareAwayHunger

Social Media Contact

If you have questions about social media content, please reach out to press@goldenharvest.org