



Community Team Campaign Toolkit

This toolkit gives you everything you need to rally your community, collect food and funds, and help make sure no one in our community goes hungry. Whether your team is large or small, your drive can make a big impact. 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

- How to Lead a Food and Funds Drive
- Creative Ideas That Bring People Together
- Ready-to-Post Social Media Templates
- Week-by-Week Messages
- Contact Info

Why It Matters

1 in 6 neighbors and 1 in 4 children in our region face hunger. That means someone just 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

Here are a few creative ways groups have gotten involved in past years. Try one or invent your own:

Build Awareness and Connection

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

- Matching their donations
- Hosting an event with proceeds going to the campaign
- Inviting them to vote on fun challenges for your team

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.
- **Team Competitions:** Divide 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 and auction or raffle them off for donations.

Theme Day Ideas

Each participant donates \$2–\$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 team 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 your neighborhood Facebook group or community page.
- Add your own story or photo from your yard signs, Spooky displays, or donation drop-offs.
- Use friendly, neighbor-to-neighbor language.
- Don't forget to post a thank you or photo recap at the end of the month!

Weekly Post Templates

Week 1: Kickoff Week

Facebook/Instagram

One of our favorite fall traditions is back!

Our organization is proud to support **It's Spooky to Be Hungry**® with [TAG Golden Harvest Food Bank]. For 34 years, our community has come together each October to help families facing hunger, and we're honored 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

When people come together with a shared purpose, incredible things happen.

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

Thank you for helping us continue a tradition of caring for our neighbors.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

Together, we can make a difference.

Help us continue a 34-year tradition of helping our neighbors with @ghfbEndHunger.

\$2 helps provide 5 meals.

[YOUR LINK]

#ItsSpookyToBeHungry #ScareAwayHunger

Week 3: Hunger is Scary

Facebook/Instagram

For 34 years, our community has come together each fall to continue a tradition of helping 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, every food item, and every volunteer 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

October 31: Thank You

Facebook/Instagram

Thank you to everyone who supported this year's **It's Spooky to Be Hungry®** campaign!

Together, we've helped continue a 34-year tradition of helping neighbors facing hunger.

Whether you donated, volunteered, collected food, or helped spread the word, you've made a lasting impact.

Thank you for helping us continue this incredible tradition.

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 helping our neighbors!

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