



Neighborhood Campaign Toolkit

This toolkit gives you everything you need to rally your neighbors, collect food and funds, and help make sure no one in our community goes hungry. Whether your neighborhood 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 Neighborhood 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.

Step 1: Rally the Neighborhood

Pick Your Style

You can place a donation bin at your home, organize a food pick-up day, or share your virtual giving page with neighbors.

Make it Visual

Spooky signs, pumpkins, bats, or even a cardboard haunted house can help draw attention to your donation station.

Set a Goal

Track the number of meals you raise as a neighborhood. For example: “Let’s raise 5,000 meals this October!” Post updates weekly in your neighborhood Facebook group or on your mailbox sign.

Step 2: Make it Fun

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

Neighborhood Canvassing Day

Help launch your neighborhood campaign by hosting a Neighborhood Canvassing Day. We recommend canvassing your neighborhood on the last weekend of September or the first weekend of October. For more information, see our [Spooky Canvassing Guide](#).

Here’s how it works:

- Walk your block and leave a campaign door hanger at each home.
- Each door hanger includes a scan-to-donate QR code and an envelope for neighbors to include cash or check donations if they prefer to give offline.
- This is a low-pressure, friendly way to invite others to join in. You’re simply spreading awareness and giving people a way to participate at their own pace.

Want to make it more fun? Invite neighbors to walk with you! Costumes, festive fall outfits, or just your favorite sneakers.

Canvassing works best when you:

- Go with a buddy or two. Kids and families love helping!
- Smile and wave at your neighbors. No knocking is necessary.
- Follow up a week later with a quick reminder post or donation update.

Porch-to-Porch Trick-or-Treat Drive

Ask neighbors to leave donations on their porch by a certain date. Walk the block in costume to “collect” the goods. This is great for families with kids!

Pumpkin Potluck

Host a fall-themed block party, chili cook-off, or dessert bar. Encourage families to donate 3 cans of food or make a \$5 donation to join in on the fun.

Costume Voting Station

Set up a photo board with neighborhood kids’ costume pictures and let folks vote by placing dollars in jars. Most votes = prize, bragging rights, and meals for neighbors.

Haunted Yard Fundraiser

Decorate your lawn and include a QR code to your virtual drive page with a sign like: *“Scare hunger away! Scan to donate!”*

Little Free Pantry Challenge

Turn a neighborhood Little Free Library into a weekend-only mini pantry. Ask neighbors to “stock it to the top” with non-perishable food items.

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 neighborhood 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!

For 34 years, neighbors have come together through **It's Spooky to Be Hungry®** to help families facing hunger across our community. This year, your support is more important than ever. As grocery prices and operating costs continue to rise while donated food supplies decline, every donation helps ensure Golden Harvest Food Bank can continue providing food to neighbors who need it most.

Join us as we continue this incredible tradition.

Donate here: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

Week 2: Neighbors Helping Neighbors

Facebook/Instagram

For 34 years, **It's Spooky to Be Hungry®** has brought neighbors together to help neighbors.

Every can collected, every dollar donated, and every volunteer helps ensure families across our community have the food they need. Just **\$2 helps provide 5 meals.**

Thank you for helping us continue this tradition of compassion and community.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

One of our favorite fall traditions is back! 🎃

Join us for **#ItsSpookyToBeHungry** as we continue a 34-year tradition of neighbors helping neighbors.

[YOUR LINK]

@ghfbEndHunger #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 continue making a difference for our neighbors and help ensure families across our community have the food they need.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger #EveryMealMatters

Week 4: Final Push

Facebook/Instagram

We've been inspired by our amazing neighbors all month long!

There's still time to be part of a tradition that has helped families facing hunger for 34 years. Every gift, every donation, and every act of kindness brings us one step closer to ensuring our neighbors have the food they need.

Let's finish strong and make this year's **It's Spooky to Be Hungry®** one to remember.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

Let's finish strong!

There's still time to support **#ItsSpookyToBeHungry** with @ghfbEndHunger and help continue a 34-year tradition of neighbors helping neighbors.

[YOUR LINK]

#ScareAwayHunger

October 31: Thank You

Facebook/Instagram

Thank you, neighbors!

For 34 years, our community has come together through **It's Spooky to Be Hungry®** to help families facing hunger, and this year was no exception.

Whether you donated, volunteered, hosted a food drive, or helped spread the word, you've made a difference for our neighbors.

Thank you for helping us continue this incredible tradition.

Let's Scare Away Hunger.

Still want to give? Visit: [YOUR LINK]

Every \$2 helps provide 5 meals.

#ItsSpookyToBeHungry #ScareAwayHunger

Social Media Contact

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