



School Campaign Toolkit

Since 1992, schools across the CSRA have played a powerful role in *It's Spooky to Be Hungry* by collecting food, raising funds, and teaching students the importance of giving back. This toolkit is designed to help you bring the campaign to life in your hallways, classrooms, and communities.

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

- Why It Matters
- Easy Ways to Get Involved at School
- Creative Ways to Boost Participation
- Weekly Social Media Templates
- Social Media Contact Info

Why It Matters

1 in 4 children in our region face hunger. Many are sitting in classrooms just like yours, trying to learn while worried about food at home. By participating in *It's Spooky to Be Hungry*, your school helps provide meals, hope, and support to families across 24 counties.

Every \$2 you raise can provide 5 meals for local families. Every food item you donate fuels hope. Every classroom can be a force for good.

Get Involved at School

Launch Your Food Drive

- Place a collection bin in the front office, cafeteria, or main hallway.
- Use your school's virtual food drive donation link to collect funds online.
- Kick things off with a morning announcement or brief assembly.
- Send flyers and donation envelopes home with students.

Host a Fundraiser

- Encourage students and classrooms to participate in a penny war. Put a spin on it with a creative name like: Battle of the Bucks, Dollars Defeat Hunger, Coins for a Cause, or Pennies Providing Plates.
- Host a school-wide bake sale or market with all proceeds benefiting Golden Harvest Food Bank.

Use the Tools Provided

- Print and share your school's donation link and QR code.
- Highlight progress in morning announcements, newsletters, or hallway displays.
- Use provided envelopes for any cash/check donations from families.

Creative Ideas to Boost Participation

Homework Pass Incentive

Offer a no-homework pass to students who bring in a food item or donate at least \$1-2 during the drive. This low-cost, high-value reward can drive major excitement, especially in elementary and middle grades!

- Limit to one per student.
- Coordinate with teachers for grade-appropriate rules.
- Combine with theme days or classroom contests for extra fun.

Theme Days with a Purpose

Hold fun dress-up days with a donation to participate. Examples: Pajama Day, Crazy Sock Day, or Fall Colors Day. Collect canned goods or \$1 donations.

Classroom or Grade-Level Challenge

Create a friendly competition with a trophy, pizza party, or extra recess for the top class.

Decorate the Drive

Encourage students to help decorate the donation bin with spooky or seasonal art. Invite teachers to name their own “team mascots” or themes.

Fall Festival Collection Table

Set up a donation station at trunk-or-treat, fall fest, or parent-teacher nights.

Kindness Counts Campaign

Incorporate lessons on giving, empathy, or hunger. Ask students to write or draw why it’s important to help others.

Social Media Toolkit

Use these ready-to-go posts and images to spread the word on Facebook, Instagram, and X (Twitter). You can also use them to promote your drive on parent newsletters, or apps like Remind or ClassDojo. Customize each post with your school’s 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

- Post 1–2 times a week in October.
- Share on your school's Facebook page or newsletter.
- 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!

We're excited to kick off **It's Spooky to Be Hungry®** at [SCHOOL NAME]. For 34 years, students across our community have come together each October to help families facing hunger, and we're proud to continue that tradition.

Bring canned and non-perishable food items to school or support our online fundraiser here:

[YOUR SCHOOL LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

We're kicking off **#ItsSpookyToBeHungry** at [SCHOOL NAME]!

Proud to continue a 34-year tradition of students helping neighbors.

[YOUR LINK]

@ghfbEndHunger #ScareAwayHunger

Week 2: Neighbors Helping Neighbors

Facebook/Instagram

One of the best lessons we can teach is the importance of helping others.

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

Thank you to our students, families, and staff for helping continue this meaningful tradition.

Donate today: [YOUR LINK]

Let's Scare Away Hunger.

#ItsSpookyToBeHungry #ScareAwayHunger

Week 3: Hunger is Scary

Facebook/Instagram

For 34 years, schools across our community have helped continue a tradition of caring for 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, our students, families, and staff can help ensure our neighbors 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 tradition that has helped families facing hunger for 34 years. Every donation brings us one step closer to ensuring our neighbors have the food they need.

Bring your donations by [DEADLINE DATE] or give online:

[YOUR LINK]

Let's finish strong and Scare Away Hunger!

#ItsSpookyToBeHungry #ScareAwayHunger

X (Twitter)

Final week of **#ItsSpookyToBeHungry!**

Help us finish strong with @ghfbEndHunger.

Donate here: [YOUR LINK]

#ScareAwayHunger

October 31: Thank You

Facebook/Instagram

Thank you to our amazing students, families, and staff for supporting **It's Spooky to Be Hungry®!**

Together, we've helped continue a 34-year tradition of helping neighbors facing hunger while showing our students how small acts of kindness can make a big difference.

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, [SCHOOL NAME], for helping continue a 34-year tradition of helping 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