



Campaign toolkit

Individuals | April 2023



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Introduction to World Hunger Day

Founded by The Hunger Project UK in 2011, World Hunger Day is a day to unite with the global community to amplify the voices of those facing hunger.

On May 28 each year, we unite as global citizens to celebrate local communities who are creating tangible solutions for the sustainable end of end hunger.

This World Hunger Day, we invite you to:

1. **Champion** seasonally grown, locally produced food with no waste.
2. **Celebrate** the incredible diversity of plant-based foods and be inspired by our sustainable global menus.
3. **Connect** and take time to enjoy and appreciate the food we have. Bring your family and friends together around a table and host a Sustainable Supper to raise awareness and funds to end hunger.
4. **Cook** in the knowledge that you will be raising money for the sustainable end of hunger for millions of people worldwide.



Why World Hunger Day matters

After decades of progress, hunger is on the rise again. Despite producing enough food to feed everyone, more than 800 million people live in hunger every day.

Unlike famine, hunger is often far more hidden, and passed from generation to generation. This sounds like an insurmountable crisis, but the situation is far from hopeless.

We believe people living in hunger are not the problem. They are at the heart of a sustainable solution that lasts.

In 2022, World Hunger Day reached 62 million people around the world. We would like to reach even more this year!

Whether you're a local food bank, a National Government, a restaurateur or an influencer, please join us in making hunger a thing of the past.





Host a Sustainable Supper

Sundays are for getting together with loved ones to share meals and stories around the dinner table.

World Hunger Day falls on a Sunday this year, so we want you to make Sunday May 28 extra special.

Host a *Sustainable Supper* with loved ones and raise funds for the sustainable end of hunger!

Not sure what to cook? We've got you covered! We've enlisted the help from chefs from around the world to inspire you with your menu. Cook from one of our sustainable menus and help us celebrate food, and the people who make it from around the world.

Menus will be available to download from Monday 1 May, so subscribe to our World Hunger Day newsletter to keep track.



Our 10-step guide to hosting

1. **Pop the date in your diary** and spread the word on social using our ready-to-go materials! Download [HERE](#).
2. **Think about how you'll fundraise** – why not ticket your event or ask guests to fundraise beforehand? What about a value exchange where everyone offers their unique talent for a donation?
3. **Invite friends, family, neighbours** and anyone else you might like to cook for.
4. **Read about how to host sustainably**. Make sure to check out our helpful guide celebrating existing resources from our brilliant friends and partners.
5. **Explore our sustainable menus** from world class chefs (Available on Monday 1 May)
6. **Get your guests excited by sharing your meal plan in advance** and remember to post on social. This will help spread the word - and the more adventurous you are, the more brownie points you get from us!
7. **Go shopping for ingredients and get cooking**. Remember to check out the hints and tips to keep sustainability top of mind – share your cooking process on social to inspire others to eat more sustainably.
8. **Share photos of your event on social media** with the campaign hashtag #WorldHungerDay. After all, who doesn't love a food pic?!
9. **Donate via worldhungerday.org** and get the feel-good glow of doing something meaningful with your weekend.
10. **Celebrate and enjoy!** You've just done an awesome thing. Enjoy the fantastic event you've created not just for your own community, but those around the world, too.





Help us spread the word

The Hunger Project is powered by many committed volunteers, but has small marketing budgets. We need people power to get our campaign seen!

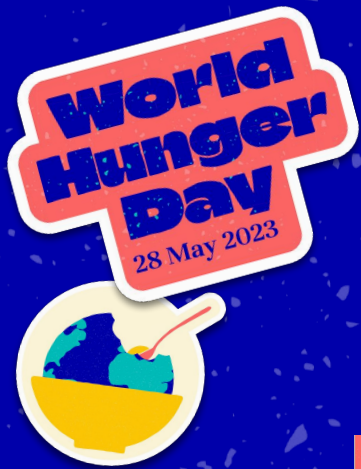
Please help us spread the word - we've got templates for social posts, posters and email signatures that can all be downloaded from our website.

Follow us on social...

- Twitter – [@worldhungerday](https://twitter.com/worldhungerday)
- Instagram – [@worldhungerday](https://www.instagram.com/worldhungerday)
- LinkedIn – [World Hunger Day](https://www.linkedin.com/company/world-hunger-day)

Subscribe to our newsletter [HERE](#)





Download them [HERE](#).

Example social posts

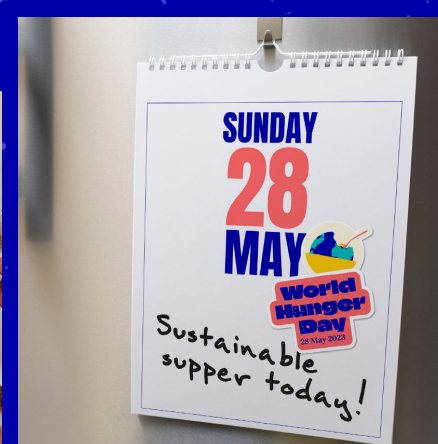
1x1 carousel to raise awareness of World Hunger Day



Suggested supporting copy:

Will you help end hunger? Host a #SustainableSupper this #WorldHungerDay, 28 May. Cook from sustainable menus and celebrate food and people from around the world. Visit World Hunger Day to find out more

1x1 statics to promote your Sustainable Supper (also available in 9x16)



Suggested supporting copy:

I'm helping end hunger on 28 May for #WorldHungerDay. What will you be cooking? Get involved, host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

Save the date in your recipe book. 28 May is #WorldHungerDay. Host a #SustainableSupper with your loved ones and raise money. Visit World Hunger Day to find out more

Example posters and email signature



A4 posters (incl. ink-friendly version for at-home printing)



Download them [HERE](#).



Email signature





The Hunger Project – who we are

We believe ending hunger is possible, and that our generation has the power to end it - once and for all. All our data, gathered over four decades, points to the same thing - supporting people faced with hunger to build their own solutions, is critical.

Aid-driven interventions are not sustainable. We support communities in paving their own way to end hunger. We don't see a billion mouths to feed, we see a billion human beings who are aspiring change-makers, entrepreneurs and innovators. No handouts, only a hand extended in partnership.

Our approach is centered around women, community-led development and sustainable. We work with local governments and support smallholder farmers on climate resilience and reforestation.

These solutions take time to build, but our data shows they work. And last. In 2022, we reached nearly 12 million people globally, enabling them to take charge of their own solutions, and make them last for their communities. This is what sustainability truly means.

Find out more about what we do at www.thp.org





Thank you and get in touch!

Do you work for a business or have a famous friend that might like to get involved?

Simply email partnerships@thehungerproject.org.uk if you're based in the UK, or for all other enquiries ashley.schenk@thp.org and one of the team will get back to you soon.

Whilst you wait, remember to check out our other toolkits to find out more!

This campaign wouldn't be possible without our brilliant team of staff, volunteers and pro bono agencies that have supported us along the way. Here's to them!

Find out more at worldhungerday.org