



VOTE TO END HUNGER TOOLKIT

Vote to End Hunger (VTEH) is a broad coalition of individuals and organizations committed to ending hunger in the U.S. and around the world by 2030. We believe that it will take combined public and political will to do this. That's why we are working together to elevate the issues of hunger in the 2016 election. We're asking this question to the 2016 Presidential candidates: **“What will you do to end hunger, alleviate poverty, and create opportunity in the US and worldwide?”**

This document provides a range of tools, resources, ideas and tips that can help your organization be part of a collective voice to make ending hunger, reducing poverty and creating opportunities priorities for the U.S. Government.

REGISTER AS A VOTE TO END HUNGER SUPPORTER

- For [organizations](#)
- For [individuals](#)

WEBINARS

On Demand

- [Introductory Webinar](#): New to Vote to End Hunger? Watch the introductory webinar to learn what the movement is all about and ways to get involved.

SOCIAL MEDIA RESOURCES

Overview

One of the ways we can engage our networks and encourage them to Vote to End Hunger is through social media, specifically around the Democratic and Republican debates. We are committed to asking candidates for public office in the 2016 election: **“If elected, what will you do to end hunger, alleviate poverty, and create opportunity in the US and worldwide?”**

End Goal

- Bring increased visibility to the Vote to End Hunger question by having our network encourage moderators to ask it and candidates to answer it.

Guidelines

We are operating strictly under 501(c)3 guidelines. Under these guidelines:

- We are focused on having the candidates address the issues of hunger, poverty and opportunity to raise the visibility of these issues, but we will not comment on whether we agree or disagree with their individual plans.

- We must treat all candidates equally. This means we must pose the question to candidates from both parties.
- We must pose the question to each of the top candidates, without focusing on one more than another. We don't have to Tweet to everybody every time, but must show that we are impartial and wide in our reach.
- When in doubt, Tweet directly to the moderator about "candidates."

We also want to maximize the reach of our social media.

- Keep Tweets under 140 characters.
- Use the **#VoteToEndHunger** hashtag, along with **#DemDebate** or **#GOPDebate**. Also, feel free to use your organizational hashtag as well.
- Tweet directly at a specific campaign or moderator to maximize its impact.

Tools

- Check to see if your Tweet is within the 140 character limit.
- Find the handles of all of the candidates.

It's important to "like" Vote to End Hunger on Facebook and also follow us on Twitter! If you connect with us in this way, we'll share, retweet and engage right back so that your program's voice and our questions to the candidates are amplified even louder. The more you include us in your outreach, the more opportunities for us to retweet, share or engage in conversation.

SOCIAL MEDIA POSTS

The # symbol is known as a hashtag and links your post to a specific conversation. When posting on Facebook, Twitter or Instagram about this campaign, be sure to include **#VTEH** or **#VotetoEndHunger**. This way, anyone (media, local leaders, volunteers, etc.) interested in Vote to End Hunger will be able to find your post(s) promoting your activity.

Below are some sample posts to help you get started:

- When you #VoteToEndHunger, you vote to build a stronger America. Learn more at <https://t.co/dcPwKzYoo3>
- Since 1990, the world has reduced extreme poverty by half. In 2016, #VoteToEndHunger to keep the momentum going.
- 48.1 million Americans live in homes struggling w/ hunger. In 2016, let's push for leadership and #VoteToEndHunger in the US.
- With public & political will, we can end hunger in US & around world, but we need leadership. In 2016, let's #VoteToEndHunger!
- Next (#DemDebate/#GOPDebate) We're asking (list moderators' Twitter handles) to quiz candidates on plans to end hunger/poverty #VoteToEndHunger
- Tonight is the (#DemDebate/#GOPDebate)! We're asking (list moderators' Twitter handles) to quiz candidates on plans to end hunger/poverty #VoteToEndHunger

- (@News station hosting the debate): we hope you'll [#TalkPoverty](#) and ask candidates re: their plans to fight hunger & poverty at ([#DemDebate/#GOPDebate](#)) tonight! [#VoteToEndHunger](#)
- ([#DemDebate/#GOPDebate](#)) starting now. Hope candidates are asked about plans to fight hunger & [#poverty](#) and create opportunity. Let's [#VoteToEndHunger](#)!

VOTE TO END HUNGER LOGOS

You can use the Vote to End Hunger logo to identify your organization as part of the movement through your website and social media. Please note that colors present differently on the web than in print, so be sure to use the web version logo (RGB) for web and the print version logo (CMYK) for print use only. We've separated the logo files below for each use. Before you use the Vote to End Hunger logo, please make sure you are aware and accept of our Terms and Conditions.

- Web Logos: Used on your **website, emails, social media, etc.**
- Simple Print Logos: Used for any **simple letters and flyers you print in-house.**

RESOURCES

Advocacy Resources

- [Briefing Book 2016 Childhood Hunger in America](#)
- ["Elections Matter" resource page](#)
- [Advocacy Playbook](#)

Original Content

- Op-Ed – See Template Below
- Letter to Editor – See Template Below

Debate Schedule

- [2016 Presidential Primary Debates](#)

SHARE YOUR STORY

How is your organization using Vote to End Hunger to elevate the issue of ending hunger, reducing poverty and creating opportunity? Share your story [here](#) so others can learn and be inspired by your work!

QUESTIONS?

If you have any questions, please reach out to info@votetoendhunger.org or fill out the "Contact Us Form" online at <http://votetoendhunger.org/#contact>.

[SAMPLE OPED]

The United States represents “a land of opportunity” for many—where we believe that economic prosperity can be achieved through hard work, regardless of your background. But on the other hand, it is a land of perverse ironies. It’s a land where some have so much, while many have so little; where approximately 48 million people go hungry, but we face a growing epidemic of food waste.

In a country where we proudly and protectively practice our rights, hunger is sadly one of the basic rights that many simply cannot afford—literally—to claim.

The issue of hunger in the richest nation on earth is, indeed, one of great irony. While 22% of households in Mississippi are food insecure—making it the most food insecure state in the nation—it has been estimated that around 30-40% of our national food supply is gone to waste. Roughly translating into more than 20 pounds of food per person per month, there is a strong argument to be made that hunger in America is not an issue of inadequate food supply, but a lack of access to affordable foods that are healthy and nutritious for everyone. In short, hunger in this country is due to a lack of public and political will to do what needs to be done to ensure healthy food for everyone.

To combat this lack of political will, a movement has been started to bring the issue of ending hunger to the forefront of this election. The Vote to End Hunger campaign was launched last October during World Food Prize week in Iowa as a collaborative effort by a number of organizations working to end hunger both domestically and globally. Since its launch, the campaign has been mobilizing grassroots organizations and individuals around the country to urge current presidential candidates to develop and present strategies to fight hunger.

Ending hunger in our country is a particularly pressing issue that demands a permanent solution, as it cripples millions of people a year and has a staggering impact on our economy. Last year alone, for example, hunger and food insecurity cost the U.S. \$160 billion in health expenditures. We currently spend the most on healthcare of all the rich countries in the world, yet see the poorest health outcomes with the highest rates of infant and maternal mortality, food insecurity, and obesity. Unfortunately, that is only the tip of the iceberg. The social and economic repercussions of hunger extend well beyond the healthcare system, as can be seen in the billions of dollars poured into the rising cost of public schools due to poor educational outcomes and loss in economic productivity.

Considering all this, one thing becomes clear: making a serious commitment to end hunger is not only the *right* thing to do, but it is the *smart* thing to do. When we invest in people, we invest in our country.

Throughout the years, the world has made extraordinary progress in reducing hunger and poverty, proving the power of strong leadership, serious commitment, and strategic partnerships. The same is true of ending domestic hunger, and this election season, Vote to End Hunger is providing a platform on which to demand that ending hunger be a political priority for our next President. We must vote to end hunger, and we must do it now; because where there is a political will, there is a way.

So, will you Vote to End Hunger?

[SAMPLE LETTER TO THE EDITOR]

To the Editors,

Elections provide a chance to spark new discussions about national priorities. In 2016, candidates must talk to voters about their plans to end hunger.

Hunger and poverty are serious issues affecting millions of people around the country and across the globe. More than 48 million Americans – including seniors, children, veterans, people with disabilities and working families – live in homes that struggle to put enough food on the table. Around the world, 795 million people experience hunger on a daily basis.

The consequences of this hunger are disastrous. When people don't get consistent nutrition, it leads to long-term, expensive consequences including chronic disease and impaired development. Hunger leads to decreased productivity at work and learning loss at school. It is a massive obstacle to people trying to break the cycle of poverty.

It doesn't have to be this way. This is a solvable problem.

Ending hunger in the United States and worldwide is possible, but it requires strong commitment and leadership from our elected officials, especially the next President of the United States. In 2016, we have a chance to refocus attention and make ending hunger and poverty a higher political priority.

This election season, I am urging Republicans and Democrats alike to join the Vote To End Hunger movement. We will ask presidential candidates to share their plans around ending hunger. We will also urge the media to question candidates about their plans. The bottom line is that we must not tolerate hunger. It's time to act.

Sincerely,

NAME