



VOTE TO END HUNGER 2018 MIDTERM ELECTIONS TOOLKIT

Vote to End Hunger is a broad coalition of individuals and organizations all committed to ending hunger in the U.S. and around the world by 2030. We believe that it will take the combined public and political will to do this and are working together to elevate the issue of hunger with candidates during the next election cycle. We are committed to asking candidates for public office: “If elected, what will you do to end hunger, alleviate poverty, and create opportunity in the U.S. 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

- New to Vote to End Hunger? Join the introductory webinar to learn what the movement is all about and ways to get involved. The introductory webinar is scheduled for September 5, 2018 at 2:00 pm EST. Register [here](#).

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 [Midterm elections](#). We are committed to asking candidates for public office in the 2018 Midterm elections: “**If elected, what will you do to end hunger, alleviate poverty, and create opportunity in the US and worldwide?**”

End Goal

- Educate voters about candidates’ positions on hunger to inform candidate selection in the Midterm elections.

Your Role

- Ask candidates in your state “the question” then report your activities to Vote to End Hunger via email at info@votetoendhunger.org or via social media using #VotetoEndHunger or #VTEH.

Guidelines

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

- We are focusing 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 and will treat all candidates equally. This means we must pose the question to candidates from both parties.
- We must and will 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.

Tools

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 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!

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

- Keep Tweets under 280 characters.
- Use the **#VoteToEndHunger** hashtag, along with **#Midterms**. Also, feel free to use your organizational hashtag as well.
- Tweet directly at specific candidates to maximize its impact.

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 2018, #VoteToEndHunger to keep the momentum going.
- 41.2 million Americans live in homes struggling w/ hunger. In 2018, 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 2018, let's #VoteToEndHunger!

ADVOCACY RESOURCES

Helpful Web Pages

- Alliance to End Hunger's [Advocacy Playbook](#)
- Bread for the World's U.S. Hunger and Poverty Fact Sheets
- Feeding America, [Become an Advocate](#)
- FRAC's [Anti-Hunger Nonprofits and Elections Guide](#)
- No Kid Hungry [Center for Best Practices](#)
- Nonprofit Vote's [Guide to Nonpartisan Voter Engagement](#)

Original Content

- Sample Opinion Editorial (below)
- Sample Letter to the Editor (below)

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 OP-ED

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 41.2 million people struggle with hunger, 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 18.7% 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. \$77.5 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 2018, 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 41.2 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, 815 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. In the 2018 Midterm elections, 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 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