



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 2020 election. We're asking this question to the 2020 presidential candidates:

“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. Click on the text in the Table of Contents below to jump to each section of this document.

TABLE OF CONTENTS

- [Register as a Vote the End Hunger Supporter](#)
- [Webinars](#)
- [Social Media Resources](#)
- [Social Media Posts](#)
- [Vote the End Hunger Logos](#)
- [Resources](#)
- [Share Your Story](#)
- [Questions?](#)

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 upcoming presidential debates. We are committed to asking both remaining candidates in the 2020 election: **“If elected, what will you do to end hunger, alleviate poverty, and create opportunity in the U.S. 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 each candidate equally. This means we must pose the question to the candidate from both parties, without focusing on one more than another. We don't have to Tweet to both candidates every time, but we 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 280 characters.
- Use the **#VoteToEndHunger** hashtag, along with **#PresidentialDebate**, where appropriate. Also, feel free to use your organizational hashtag as well.
- Tweet directly at a specific campaign or debate moderator to maximize your message's impact.

Tools

- [Find](#) the handles for 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 2020, [#VoteToEndHunger](#) to keep the momentum going.
- 37 million Americans live in homes struggling with hunger, which could increase to 54 million by the end of the year due to [#COVID19](#). In 2020, let's push for leadership and [#VoteToEndHunger](#) in the U.S.
- 265 million people worldwide may now face acute food insecurity due to [#COVID19](#), up from 135 million pre-pandemic. [#VoteToEndHunger](#) to help alleviate hunger across the globe.
- With public and political will, we can end hunger in U.S. and around world, but we need leadership. In 2020, let's [#VoteToEndHunger](#)!
- Poverty and hunger disproportionately impact people of color. Let's [#VoteToEndHunger](#) and push for equitable solutions to these critical issues for everyone.
- Next [#PresidentialDebate](#), we're asking [\[list moderators' Twitter handles\]](#) to quiz candidates on their plans to end hunger and poverty [#VoteToEndHunger](#)
- During tonight's [#PresidentialDebate](#), 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 about their plans to fight hunger and poverty during the [#PresidentialDebate](#) tonight! [#VoteToEndHunger](#)
- [#PresidentialDebate](#) starting now. Hope candidates are asked about plans to fight hunger and 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 of and accept our [Ground Rules](#).

- [Simple Print & Web Logo](#)

RESOURCES

Advocacy Resources

- Childhood Hunger – [Facts About Child Hunger in America](#)
- Older Adult Hunger – [Senior Hunger Fact Sheet](#)
- Global Hunger – [The Hunger Report 2020](#)
- [Advocacy Playbook](#)
- [2020 Election Fact Sheet](#)

Examples/Templates

- Op-Ed – [See example below](#)
- Letter to Editor – [See template below](#)

Debate Schedule

- [2020 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 fill out the “Contact Us Form” online at <http://votetoendhunger.org/#contact>.

Op-Ed Example

Below is an example op-ed that you can use as a reference point for writing your own. As you write your op-ed, here are a few tips and thoughts to keep in mind:

- Typically, an op-ed is written to either persuade a reader or motivate them to take action. The example provided below seeks to both persuade the reader of the severity of hunger and food insecurity in the U.S. and to motivate them to support Vote to End Hunger to address those issues.
- An op-ed will often open by identifying a problem, followed by a statement about how you – the writer – propose to address that problem.
- The body of an op-ed should be straightforward and concise and contain a number of hard facts supporting any subjective assertions made.
- An op-ed will close with a restatement of the proposed solution to the problem at hand and a call-to-action, if appropriate.
- Try to use simple, jargon-free language in your op-ed. Remember, most readers may not be as familiar with the issue you are responding to as you are.

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 incongruities. It’s a land where some have so much, while many have so little; where 37 million people struggle to put food on the table, 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 to claim.

The issue of hunger in the richest nation on earth is, indeed, one of great irony. It has been estimated that around 30-40% of the United States’ food supply is gone to waste every year, lending credence to an argument that hunger in America is not an issue of inadequate food supply, but a lack of nationwide access to affordable foods that are healthy and nutritious. In short, hunger in this country is largely a result of a lack of access stemming from 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 our upcoming presidential election. The Vote to End Hunger campaign was launched leading up to the 2016 presidential election as a collaborative effort among 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. For example, hunger costs the U.S. an estimated \$167.5 billion per year. 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, this 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.

On top of all this, COVID-19 is further exacerbating the negative repercussions of hunger and food insecurity throughout the country. The pandemic is estimated to bring the number of people facing hunger in the U.S. to 54 million by the end of the year, and people experiencing malnutrition and poverty have been disproportionately impacted by the virus to date.

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?](#)

Letter to the Editor Template

Below is a letter to the editor template that you can customize for your own use. You can also reference [these](#) tips and suggestions to help you write a strong and effective letter to the editor for print and online publications. Note that many publications provide specific guidelines for submissions, so be sure to take a look at what your desired outlet is asking for.

Dear Editor,

Hunger is a basic human right. However, in the United States alone, 37 million people are cheated out of this right and struggle to put food on their tables. That is approximately *1 in every 9 American households*. **[Insert your personal and/or professional reason for commenting on this issue, if applicable]**

There is a strong argument to be made that hunger in America is not an issue of inadequate food supply, but a lack of nationwide access to affordable foods that are healthy and nutritious. At this time, 38 million people in the United States are impoverished. Further exacerbating this issue, an estimated [23.5 million people](#) live in food deserts – areas with limited access to nutritious and affordable food – throughout the country. Yet, in spite of these high levels of food insecurity and significant disparities in food access, it has been [estimated](#) that around 30-40% of the United States' food supply is gone to waste every year. In short, hunger in this country is largely a result of a lack of access stemming from a lack of public and political will.

As we prepare for the 2020 presidential election, I am urging everyone to join the [Vote to End Hunger](#) movement and ask each candidate to make ending hunger a national and political priority. We must vote to end hunger, and we must do it now; because where there is a political will, there is a way.

Sincerely,

[Your name or name of your organization]