



May is #ThankAHungerHero Month!

Throughout the month of May No Kid Hungry will be saying a big “thank you” to everyone who has helped ensure kids are healthy and nourished during the coronavirus pandemic: School nutrition staff and other frontline workers making sure kids are getting meals while schools are closed; those who have helped us raise awareness and funds to respond to this pandemic; and the leaders and champions advocating for policy solutions that help families weather this crisis.

There are many opportunities for state campaigns and partners to participate, including:

Media (Owned and Earned):

1. SOCIAL: Use language and graphics in the [#ThankAHungerHero Social Media Toolkit](#) to say “thank you” to the hunger heroes in your state or local community. Better yet, pair this language with your own photos of the work happening locally.
Note: Check back on May 11th, when the toolkit will be updated with new social assets!
 - 💡 Check out these great examples from [No Kid Hungry California](#) & [No Kid Hungry Virginia!](#)
2. BLOG POSTS: Say thank you to local hunger heroes by lifting them up on your blog. Consider a weekly post highlighting grantees and partners in different region or a “Q & A with a hunger hero” post sharing a brief interview with a hunger hero.
 - 💡 Check out this great example from [No Kid Hungry Texas!](#)
3. NEWSLETTERS: Dedicate your May newsletter to thanking hunger heroes and encouraging others to do the same.
4. LETTERS TO THE EDITOR: Submit short letters to the editor to local newspapers thanking school nutrition staff and other front line workers in each region.
 - 💡 Check out a few great [examples from Virginia!](#)
5. SOLICIT NOMINATIONS: Ask school districts and other partners to nominate individual or teams and highlight these stories on your blog, on social media and in your newsletter. You could create a “Hunger Hero Hotline” using a simple google form, create a Hall of Fame blog post and send small prizes and swag.
 - 💡 No Kid Hungry California is soliciting nominations for a “League of Hunger Heroes”

Engage Champions & Partners:

Note: You'll find shareable language below that you can use to engage champions and influencers.

6. ELECTED OFFICIALS: Ask elected officials (governor/first spouse, legislators, mayors, etc.) to record a video, post a thank you on social media, or include a blurb in their constituent newsletter thanking their local hunger heroes.
 - 💡 Check out these great videos from [North Carolina Governor Roy Cooper](#) and [Virginia First Lady Pamela Northam!](#)
7. STATE/LOCAL PARTNERS: Share language and graphics with state education associations and local partners to include in their newsletter and on social media.
8. INFLUENCERS: Ask donors, celebs, chefs, corporate partners, etc. to record a thank you video or share a post on social media.

Leverage Key Moments:

9. MAY 1 - SCHOOL LUNCH HERO DAY: May 1st: School Lunch Hero Day – This is an annual celebration led by the national School Nutrition Association.
10. MAY 19 - THANK A HUNGER HERO DAY: All of No Kid Hungry's digital platforms will be coming together to #ThankAHungerHero.

ASSETS:

Shareable language you can customize and share with program partners, elected officials, champions and influencers:

Dear [XXXX],

Amidst the coronavirus pandemic, true champions have emerged as schools, food banks and community organizations have stepped up to quickly find innovative ways to safely feed kids while schools are closed.

Throughout the month of May, No Kid Hungry will be saying a big “thank you” to these heroes, and we invite you to join us.

No Kid Hungry has created this [#ThankAHungerHero Toolkit](#) with graphics and sample messaging you can use to show appreciation for the heroes in your local community.

Thanks for your commitment to ensuring kids stay fed during this difficult time,

[XXXX]

Newsletter Language:

Say “Thank You” to Our Local Hunger Heroes, on the Front Lines Feeding Kids

Amidst the coronavirus pandemic, true champions have emerged as schools, food banks and community organizations have stepped up to quickly find innovative ways to safely feed kids while schools are closed. School nutrition staff are on the front lines every day making sure kids in their community are fed. Throughout the month of May, we hope you'll join us in saying a big “thank you” to these heroes. No Kid Hungry has created this [#ThankAHungerHero Toolkit](#) with graphics and sample messaging you can use to show appreciation for the heroes in your local community.

Social Media Resources:

- [#ThankAHungerHero Toolkit](#): Downloadable graphics and sample language you can use to say “thank you” to the hunger heroes in your state or local community. This toolkit can be shared externally with partners and influencers. In it, you'll find “Thank You” graphics and messaging suggestions/plugin and play messaging.
- [Customizable Canva template](#): You can use this to turn your own photos into thank you graphics! Check out this example from [No Kid Hungry Virginia](#).