

## EVENT OWNER'S MANUAL

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### BACKGROUND:

One in six Americans and one in five children don't know where their next meal will come from. The Campus Kitchens Project and No Kid Hungry are partnering to raise hunger awareness and give students the chance to enact tangible impact through a "Drive to Hunger Awareness". Students partner with campus organizations to host the Drive to Hunger Awareness, which can be divided into a panel discussion (to raise awareness) and activities that provide opportunities for students to engage. Attendees are asked to donate cans of food, learn more about hunger through a panel of guest speakers. Attendees are given the chance to advocate for their community by writing letters to their local representatives, and asked to share on social media to elevate awareness as a part of No Kid Hungry's Twitter and Instagram campaigns. Check out the resources link below for more information about food insecurity in the US.

### EVENT DESCRIPTION:

The Drive to Hunger Awareness is an event that consists of a food drive, hunger awareness forum, and advocacy opportunities. It combines the tangible action of a food drive with additional activities that encourage and promote future engagement around food insecurity. The Drive to Hunger Awareness can work in tandem with a larger campaign, such as National Hunger and Homelessness Awareness Week (November 12-20), No Kid Hungry Month (September) or The Campus Kitchens Turkeypalooza, which runs through the month of November. The event targets students on college campuses, through partnerships with existing student organizations. It can also be used by youth at any age, and tailored for different audiences.

**DRIVE TO HUNGER  
AWARENESS EVENT =**  
food drive  
+ hunger awareness forum  
+ advocacy

Attendees are asked to bring canned foods for donation to the local Campus Kitchen or other campus/community organization (food pantries, backpack programs, etc.). The event can run anywhere from 1.5 to 2 hours, with time allocated for the forum (guest speakers and Q&A) in the beginning, followed by activities and door prize distribution. Each speaker should be allotted a maximum of 15 minutes, so the forum can run more like a discussion rather than a lecture. Check out the resources link below for a sample planning timeline and event run-of-show.

**PRO TIP**  
Have local businesses  
donate door prizes to  
incentivize attendance.

### EXAMPLE ACTIVITIES:

Create a No Kid Hungry photo booth with orange props to promote the color of awareness. Hold a letter writing station to reach out to local legislators about the hunger issue. Sample letters can be found in the resources below. Don't forget to push people to follow No Kid Hungry (@NoKidHungry), Generation No Kid Hungry (@GenerationNKH), and The Campus Kitchens Project (@campuskitchens) on Twitter!

### ATTENDANCE:

More planning time is more effective for bringing in larger crowds, and we suggest a six-week time frame that can be found in the resources section below. Hundreds of cans were donated at the pilot events, and can be donated to local food pantries in the immediate community or your local campus kitchen.

**PRO TIP**  
Don't forget to have  
someone lined up to pick  
up/deliver the donations.

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## WHO TO CONTACT FOR PLANNING:

### The Campus Kitchens Project

Contact the president of the chapter and determine if there is someone within the chapter that can help co-plan the event. This group (or a similar group on campus) is key in owning the food drive part of the event. For a list of locations visit: <http://www.campuskitchens.org/locations>

### No Kid Hungry

Contact Riya Rahman ([rrahman@strength.org](mailto:rrahman@strength.org)) to get connected to Youth Ambassadors and No Kid Hungry resources. No Kid Hungry can connect you to local organizations, additional hunger resources and potential guest speakers if needed. If you are planning this event, please sign-up [HERE](#) to let Riya know. She is here to support you!

### Organizations/Speakers

Campus Kitchens is a great partner because they have an existing network of organizations that they partner with in the community (this is where you find your local anti-hunger speaker for the introduction). What food banks, food pantries, or anti-hunger organizations are they working with? Are there any community gardens that they work with? Who is their faculty advisor? Faculty advisors could also introduce the issue of hunger if necessary. Who volunteers at Campus Kitchens? Can you get one of their student volunteers to speak about why they got involved and what they have learned? If a No Kid Hungry Youth Ambassador is organizing this, what organization did they work with when they were a Youth Ambassador? Could they provide insight on how students fit into anti-hunger efforts? These are the questions that students should ask when organizing the event. Encourage the other student groups involved in the event to share their recommendations for speakers.

### Donation Asks

Ask local businesses to donate door prizes. Someone just needs to make the ask. Ask No Kid Hungry and other partners if they'll donate a shirt or some other swag. Don't know where to start? Reach out to your local chamber of commerce.

## WHO TO CONTACT FOR GETTING STUDENTS TO YOUR EVENT:

### Sororities/Fraternities

Contact the All Panhellenic Council at your University. Ask about potential speaking opportunities, if any groups are looking to expand their philanthropy. Also contact the individual Service Chairs per sorority and fraternity. These names can usually be found on the chapter's website, but also contact the Office of Student Affairs as they will keep records of who serves on what chapter's boards. Fraternities and Sororities have existing relationships with one another, and their membership is wide between majors and levels of study. Additionally, they have standing meetings where members are required to attend. Those meetings are a marketing opportunity. The service and philanthropy requirements are an additional incentive to attend.

**PRO TIP**  
See if your university has monthly meetings where all of the Sorority/Fraternity Presidents meet and present the event there.

### Service Organizations

Contact student organizations focused on volunteerism or philanthropy. Many student organizations have a points system, where students can get points and retain membership through volunteering. Organizations like the Alpha Phi Omega (service fraternity) or AMSA (American Medical Student Association) encourage their members to volunteer regularly and make great partners.

### Volunteer Service Offices

If your campus has a separate office for volunteer services, contact this group as well for recommendations for other groups to invite or incorporate into the planning for the event.

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## Food Policy/Nutrition/Hunger Groups

Most college campuses have some sort of health or food focused initiative run by students. At Baylor, for example, the Student Nutrition Association acted as an event partner. Get in contact with your school's Office of Student Affairs or drop by an organization fair at the beginning of the year. Contact your local state partners, as well; they can assist in finding groups interested in hunger/nutrition/advocacy work.

Check out the resources link below for sample recruitment and marketing materials.

### AT THE EVENT:

Start setting up for the event at least an hour before it starts. Set up a reasonable amount of chairs, depending on how many expected attendees. Have a welcome table where people can drop off their canned goods, enter for a door prize and/or check-in using the event sign-in sheet. Don't let the cans get in the way of foot traffic. Events do not always run on time, build some room in your schedule to allow for late arrivals, or speakers that go over their time, etc. The sample event timeline can give you an idea of how the event should run, but be flexible! Check out the resources link below for at event resources.

### AFTER THE EVENT:

#### Reflections

- Write a brief summary of the event. What went well? What would you have changed? What do you wish you had known before? Do you have any advice for others organizing this event in the future?
- Share these reflections with Riya Rahman at No Kid Hungry and your local Campus Kitchen.
- Send any completed sign-in sheets to Riya Rahman at 1030 15th Street, NW Suite 1100 W Washington, DC 20005 to add them to Team No Kid Hungry.

#### Maintaining Engagement

- Send thank you emails to all attendants and speakers, include any PowerPoints/links/volunteer opportunities discussed during the forum.
- Send occasional emails with updated opportunities.
- Keep in touch with student organization leaders! See if they ever need speakers for advocacy/philanthropy/service events that they are hosting. Most groups have some sort of service requirement; make Campus Kitchen Project their first choice!

#### Resources

- No Kid Hungry Drive to Hunger Awareness Event and Marketing Materials can all be found [HERE](#).
- Additional information about food insecurity can be found [HERE](#)
- Hunger and Homelessness Awareness Week
- The Campus Kitchens Project Turkeypalooza

**[SIGN UP HERE TO HOST A DRIVE TO HUNGER AWARENESS ON YOUR CAMPUS!](#)**

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### THE CAMPUS KITCHENS PROJECT:

Founded in 2001, The Campus Kitchens Project is a national organization that empowers student volunteers to fight hunger and food waste in their community. On over 50 university and high school campuses across the country, students transform unused food from dining halls, grocery stores, restaurants, and farmers' markets into meals that are delivered to local agencies serving those in need. By taking the initiative to run a community kitchen, students develop entrepreneurial and leadership skills, along with a commitment to serve their community, that they will carry with them into future careers. Each Campus Kitchen goes beyond meals by using food as a tool to promote poverty solutions, implement garden initiatives, participate in nutrition education, and convene food policy events. To learn more about our work or bring The Campus Kitchens Project to your school, visit [www.campuskitchens.org](http://www.campuskitchens.org).



### NO KID HUNGRY

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at [NoKidHungry.org](http://NoKidHungry.org).



### GENERATION NO KID HUNGRY:

Generation No Kid Hungry is a national movement of young leaders dedicated to ending childhood hunger by ensuring all children get the healthy food they need, every day. Working within the No Kid Hungry campaign, we won't stop until every kid in our generation has access to the food they need to succeed. Generation No Kid Hungry is made possible through the support of the Sodexo Stop Hunger Foundation. To learn more, visit [GenerationNoKidHungry.org](http://GenerationNoKidHungry.org).

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