



What You're Doing

Educate your community about the issue of hunger and motivate them to take action through service.

Why It Matters

Did you know that 48.1 million Americans don't have enough to eat? Help educate people in your community about the issue of hunger and what they can do to help those in need!

What You Need

- A space to hold a rally
- Social media
- Materials for flyers and posters
- A hunger related need in your community!

Additional Resources and Suggestions:

- National Geographic created resources to reveal "[The New Face of Hunger](#)." Watch one of their videos or learn more about the challenges of food insecurity.
- Contact the official or organization you were trying to influence through your rally to schedule a meeting where you can discuss suggestions for improvement.

Materials Needed	Price
Paper	\$3.97
Poster board	\$8.90
Markers	\$5.99
Tape	\$4.99
Social Media	\$0
Total Cost	\$23.85



Here's How You Do It!

1. Recruit a team of friends or peers to help you organize the event.
2. Research who may be most at risk for hunger in your community or a cause that contributes to hunger. For example, you could choose to focus on food waste in your community, food deserts, or lack of resources for vulnerable populations.
3. For your rally, pick an area that can hold a lot of people and is centrally located. Identify and apply for any permits necessary for the space you are using. Notify local police.
4. Start a social media campaign to draw attention to your event and publicize it in advance. Call for others to join you at a specific date and time. Consider using a hashtag on social media to spread the word and see how many people are talking and posting about your rally!
5. Create and distribute a schedule of events on the day of the rally so people know what to expect. This should include any speeches, significant marches, or times when you will all be encouraged to mimic the same actions.
6. Have flyers handy with some facts about your cause and create some extra signs for people to hold.
7. Hold your rally!

Bonus!

Bonus! Plan and recruit a panel of inspiring, well-rounded experts to bring insights, stories and perspectives on the issue your rally addresses. Chants, music, performances, and street art can also make a rally much more effective

Reflection

- Did you consider hunger to be an important issue before completing this project? How did your project address hunger?
- Do you think social media plays an active role in awareness raising?
- Can you think of any other rallies or social media campaigns that have had an effective role in bringing about change?

MARCH 15 - APRIL 30