



**Good Shepherd
Food-Bank**
Feeding Maine's Hungry



**FEEDING[®]
AMERICA**

Hunger Action Month Paper Plate Campaign 2013

Background and Overview

Inspired by the success of the Ohio Association of Second Harvest Foodbanks' (OASHF) Paper Plate Campaign which supported safety net programs during their drastic state budget cuts, Feeding America launched a paper plate campaign as part of Hunger Action Month in 2011 in an effort to deliver powerful, personal messages to Members of Congress as they wrestled with the difficult decisions of reducing the deficit. Hunger-relief programs were at risk, and the network responded by generating more than 40,000 paper plates.

This year, as Congress wrestles with the Farm Bill and considers additional deficit-reduction measures, hunger-relief programs are once again at risk. As part of Hunger Action Month, Good Shepherd Food Bank is encouraging partner agencies to participate in our own paper plate campaign so we can deliver a powerful message to the public and to our elected officials in Augusta and Washington, D.C.

Below is a step-by-step process for organizing a paper plate campaign at your agency. We appreciate your participation as we compile what we hope will be a compelling visual representation of the issue of hunger in our communities.

Part 1: Purchase the plates and develop your plan

Paper Plate campaigns offer our clients an easy and effective way to make their voices heard. Here's what you need to do:

- First, you'll need to get the paper plates. You can pick them up at any local grocery store. Perhaps your local grocery store would be willing to donate a box of plates to the campaign. The more the better!
- Next, you'll have to schedule a time when clients have an opportunity to write their own message on the plates. Many food pantries & meal sites have carved out times during food distribution days, community meals, or child feeding programs.
- Develop questions to engage clients and get them thinking about hunger in their community. You will be asking them to use the plates to tell their story in response to specific questions.
 - Sample questions:
 - i. "What would you like your elected officials to know about hunger?"
 - ii. "How have recent economic conditions affected you and your family?"
 - iii. "How is the food you receive important to you and your family?"
 - iv. "Why do you come to the food pantry?"
 - v. "What would happen if the help (food, SNAP benefits, etc.) you receive was cut?"

- vi. “Do you have a message of hope for the future or thoughts about a future without hunger?”
- o Be sure to tag the back of every plate with your agency name so we can keep track of where the plates come from.

Step 2: Collect and send in your paper plates

After you’ve asked your clients to write their messages, it’s time to collect the plates and get them back to Good Shepherd Food Bank. Call or email Clara at the Food Bank to set up a way to get the plates to GSFB (Clara McConnell Whitney, cwhitney@gsfb.org or (207) 782-3554).

Step 3: Use the paper plates

There are many ways we will use your paper plates. If you have additional creative ideas, please let us know!

- We will organize and catalogue the plates by agency and compile them into both an electronic photo exhibit and an original, hard copy exhibit that can be displayed in various locations (the State House, political offices, museums, art galleries, etc.).
- We will share the photo exhibit with our entire network of partner agencies, in addition to sending it to our members of Congress in Washington, D.C. and to our Governor.
- We will display the paper plate exhibit at the 2014 JoAnn Pike Humanitarian Award Dinner at the Food Bank in Auburn.
- We will use the plates on social media channels as well by posting pictures of your plates on Facebook, Twitter, and the Food Bank’s blog.

If you have questions about the Paper Plate Campaign or about Hunger Action Month, please contact:

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