



CRS' CAMPAIGN ON HUNGER

Action Toolkit

crs.org/act

Text ACT to 677-68





Dear Friend of CRS,

We are at a pivotal moment. Even as technology advances at a rapid pace, average life expectancy increases, and child mortality rates decrease, global hunger and malnutrition remain pervasive issues. For the first time in three decades, global hunger is on the rise.

Conflict, climate change, the COVID-19 pandemic and rising costs threaten millions of our sisters and brothers with food insecurity. More than 820 million people don't know how or where they will get their next meal.

As families struggle to access enough nutritious food to survive, we have a responsibility to take actions that change the systems and structures that cause worldwide hunger and malnutrition. We have the power to create transformational change to address this global crisis.

Using this toolkit, you and your community can make a difference for communities around the world who are vulnerable to chronic and life-threatening hunger.

Use these tools and others found at crs.org/act to learn more and take action with your community:

- An overview of global hunger and malnutrition.
- Prayers and reflections on this humanitarian issue.
- Opportunities to support the immediate needs of people directly impacted by hunger.
- Opportunities to address the systemic causes of hunger and malnutrition.

At Catholic Relief Services, our shared vision is that all people reach their full God-given potential in just and peaceful societies that respect the dignity of every person. Access to enough nutritious food is essential for a person to grow and thrive. We can make that happen with the support of you and others who join this national movement.

Pope Francis shares, "It is a scandal that there is still hunger and malnutrition in the world! It is not just a question of responding to immediate emergencies, but of addressing together, at all levels, a problem that challenges our personal and social conscience, in order to achieve a just and lasting solution."

As we seek to uphold the dignity of every person, we must follow Jesus' example and teaching to feed people who are hungry and build a world free from hunger—our global family depends on it.

Thank you for putting faith into action through prayer, giving and advocacy. Thank you for believing that—together—we can make a difference.

Front cover

Zeneba Mamahamat holds a goat she received with support from a CRS project in Western Chad where farmers struggle to cultivate their land due to drought-like conditions. The project also established a garden so communities can harvest and cook fresh, nutritious foods.

Photo by Michael Stulman/CRS

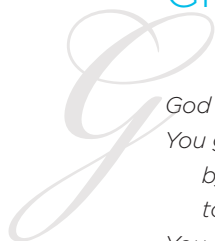


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GIVE US A HUNGER FOR JUSTICE, LORD



*God of abundance,
You gave us the earth to be enjoyed
by all creatures,
to be our common home.
You blessed us with the sun, water
and bountiful land
so that all might be nourished.
How can we ask you to eliminate hunger
when you have already given us
the tools to prevent it?*

*Perhaps, Lord, we must ask you
for a more just heart,
a more generous heart.
The scandal of hunger and malnutrition
in our world of plenty shows us
that we have not been
good stewards of what you have
entrusted to us.
Forgive us, Lord!*

*You taught us to break bread together.
You showed us how to share
when you multiplied the loaves and
the fish.*

*May we believe again and break our
bread to share it among all people.
May we follow your example
and bring what we have,
trusting that you will multiply it
in new ways.*

*Open our minds and touch our hearts
so that we attend
to the root causes of hunger.*

*May we not avert our eyes
in the face of natural disasters.
May we help each person secure
what they need.
Most of all, help us to be conscious
that our common home belongs
not only to us,
but to all future generations,
and that it is our responsibility
to preserve it.*

*You call us to respond to the immediate
needs of our brothers and sisters
while also working toward just
and lasting solutions to hunger.
Give us your strength to lead the way
and persevere in our mission
to build a more just world.*

*You call us to make decisions that help
all people, not just ourselves.
Give us your strength not to waver
in our effort to lift up the cry
of the earth
and the cry of the poor.*

*May our hunger for justice remain
until all creatures have a share
in earth's bounty
and all people have enough
nutritious food
not only to survive but to thrive.*

Lord, **give us a hunger for justice.**

Amen

End Global Hunger and Malnutrition

We believe that all people have the right to access healthy food regularly. Food is a necessity, and its scarcity shortens lives, hampers development and causes immeasurable loss of human potential.

As missionary disciples, we are called to respond to the needs of our global family members experiencing hunger and malnutrition. Our faith and values push us to work together to end these problems once and for all.

A GLOBAL FOOD CRISIS

Communities across the world are experiencing life-threatening levels of hunger and malnutrition on an unprecedented scale. Families are struggling to meet their food needs due to the effects of conflict, displacement, climate change, COVID-19 and rising costs. The numbers are staggering:

- More than **820 million** people worldwide do not have enough to eat.
- In East Africa, people are enduring the region's worst drought in 40 years. Compounded by political instability, conflict, COVID-19 and inflation, nearly **half of Somalia's population** needs humanitarian assistance. In Ethiopia's southern and southeastern regions, more than **8 million** people have been affected.
- Across the Sahel region, violent conflict has caused mass displacement, contributing to more than **5 million** people in need of emergency food assistance. Nearly **3 million** children are acutely malnourished.

- In Central America—particularly Honduras, El Salvador and Guatemala—severe storms and recurrent drought brought on by climate change make it difficult for farmers to grow food and earn a living. Failed harvests, gang violence, chronic poverty and a lack of jobs have forced **tens of thousands of families** to migrate seeking basic necessities like safety and food.

A HUNGER-FREE FUTURE

Together—you, the communities we serve worldwide, and CRS—we can develop short- and long-term solutions to hunger.

By responding to immediate emergencies that keep people from accessing food—by supporting conservation programs and agricultural training that transform barren hillsides into productive farmland—by ensuring children receive the proper nutrition in their critical first thousand days of life: we can build a world in which all children, women and men can access the food they need to reach their full potential.

MAKE A DIFFERENCE IN THE MOVEMENT TO END HUNGER

You and your community can make this vision a reality. Your voices—your talents and gifts—your prayers and support are needed to eliminate global hunger and poverty. This is your moment and your movement to build a world that benefits all people and upholds human dignity—**our planet and global family depend on it.**



Photo by Erick Josue Hernández for CRS



How Can I Advocate?

Advocacy is one of the most effective ways to ease human suffering and build a more just world. Together, we have a mission to advocate on behalf of our sisters and brothers living in poverty around the world.

“WE ARE CALLED TO BRING TOGETHER OUR PRINCIPLES AND OUR POLITICAL CHOICES, OUR VALUES AND OUR VOTES, TO HELP BUILD A BETTER WORLD.”

Forming Consciences for Faithful Citizenship: A Call to Political Responsibility
From the U.S. Conference of Catholic Bishops

We have the power to influence policy and make things happen. In fact, research shows that the voices and actions of constituents—that’s you—have the greatest impact on members of Congress and their decision making.¹ There are many ways to lift your voice on the issues you care about.

Here are a few ways to be effective in your advocacy:

■ WRITE YOUR SENATORS AND REPRESENTATIVES

Emails and letters on an issue can influence your members of Congress, but it’s best to make them personal. Share who you are *and* why you care about the issue—it will make your message 10 times more effective.¹

■ CALL AT KEY MOMENTS

If a bill is gaining or needs momentum, or a vote is expected, phone calls get the attention of your member of Congress quickly. **Text ACT to 677-68** to join our mobile network so you’ll know when your voice is urgently needed!

■ SPREAD THE WORD

Op-ed pieces and letters to the editor in your local press amplify the issues you care about and promote support in your community. Local media is monitored by congressional offices, so it’s a great way put your issue front and center.

■ USE SOCIAL MEDIA

Whether it’s Twitter or Facebook, the social media platforms you use can be powerful tools to contact Congress. In fact, research shows that just 30 posts or comments from constituents on an issue will help get the attention of congressional offices.

■ ATTEND AN EVENT

Members of Congress regularly host town hall meetings and other gatherings in their districts or states to hear from constituents like you! Attending an event is a great opportunity to ask questions about your issues and get to know congressional staff.

■ MEET IN-PERSON

There is *nothing* more impactful than in-person meetings with your members of Congress.¹ Whether in Washington, DC, or back home in the local office, your meetings help develop relationships and can shape policy.

Visit crs.org/act

for easy how-to guides on these actions, tips and other tools to advocate effectively!

¹ Fitch, Bradford, Kathy Goldschmidt, and Nicole Folk Cooper. “Citizen-Centric Advocacy: The Untapped Power of Constituent Engagement.” congressfoundation.org. Congressional Management Foundation, 2017. congressfoundation.org.



How Do I Fundraise With CRS?

We have created an online fundraising platform—crs.org/act/fundraise—that helps you raise money to support communities around the world that are affected by hunger, conflict, climate change and other global issues. You can make a life-changing difference in three easy steps:

- **Create a page.** Set up a personal fundraising page at: crs.org/act/fundraise. It's easy and takes only minutes!
- **Show your commitment.** Choose your fundraising goal and make the first donation to show your family and friends that you are passionate and committed to the work of CRS.
- **Spread the word.** Share your fundraiser with your community and across social media! You'll be able to watch your compassion grow into generosity that helps millions of our sisters and brothers thrive.

QUICK TIPS TO START YOUR FIRST FUNDRAISER

1. Start early.

It's never too early to begin planning your fundraiser or event. Whether it's one week or one month, consider these questions when thinking about how you want to raise money for CRS:

- **What** kind of fundraiser do you want to have? A memorial fundraiser to honor a loved one? Donations instead of birthday gifts? Running a race to support CRS? Choose what works for you.
- **Why** are you passionate about CRS? What inspires you about our mission? What causes do you care about the most? Identifying what you care about and why, and being able to communicate it, will give other people a reason to care and get involved. Your fundraiser will help CRS where it is needed most—but sharing your “why” helps connect your passion to your fundraiser!

- **Who** can you contact for support? Start thinking about who you know and how they might be able to help you reach your goal—by making a donation, helping you plan or by sharing your campaign with their network. You can get more strategic about who—and how—to ask later, but start brainstorming early.
- **Where, when and how?** If you're hosting an event, start thinking about logistics. Do you need to reserve a venue? Will you serve food or refreshments? Will there be any costs associated with the event?

2. Set a goal.

How much do you want to raise for CRS? \$100, \$1,000, \$5,000? Be ambitious but realistic. You can always adjust your goals as you go.

3. Don't be afraid to ask for help.

Once you launch your fundraiser, you'll be asking people to share it on social media. You may also want to ask for help before you launch your campaign. If you're planning an event, put together a small committee of people who can help you strategize and assist with tasks. If you're planning something small, ask a friend or two for feedback on your plan. You don't have to go it alone!

4. Spread the word.

Share information about your fundraiser on social media, by email, phone calls or in-person. Get the word out!

- **Don't be shy.** Most people make annual charitable donations—so keep in mind that you're not asking people to *become* givers—you're giving them an option to give!
- **Create your potential supporter list wisely.** Who shares your passion for CRS and its mission to help our global family in need? Your fellow parishioners? Your book club? Parents at your kids' schools? Your family? Be strategic about who you ask—and what you ask for. You might feel more comfortable asking closer connections to give more. If you know someone is not in a position to give financially, you can ask them to support you by sharing your campaign or event with their network.
- **Use social media.** Use social media to launch your campaign and share updates. Facebook, Twitter and Instagram are great ways to reach people in your network.

5. Inspire your supporters.

The key to creating excitement about your campaign or event is giving people a reason to become involved. In your messaging, share stories about the people CRS serves and the impact your financial support can have on their lives. Statistics and numbers are important, but stories and photos make it personal. Include why you're passionate about CRS on your personal fundraising page and in your messaging. By sharing your passion and our stories, your event will build its own momentum.

6. Recognize and thank your supporters.

It's important to acknowledge the generous donors who contribute to your campaign. Send a personal thank you email or handwritten note after each contribution—within two or three days, if possible. You can also recognize your supporters using social media or email updates. Post an update to Twitter each time you get a donation or send a weekly email naming everyone who has contributed to your campaign. Showing your gratitude will increase the likelihood of people supporting you in the future.



Photo by Sara Fajardo/CRS



Photo by Oscar Leiva/Silverlight for CRS

Thank you for joining the movement to build a world where all people have regular access to nutritious food and the opportunity to reach their God-given potential. Together, we can prevent and end hunger.

Find more resources to learn, pray and act at crs.org/act.



Join us

by texting ACT to 677-68 to get the latest
CRS campaign news and alerts.

crs.org/act