



How to Plan a Community-Wide Food Stamp Challenge

For a successful community-wide Challenge, focus on publicizing the Challenge to Members of Congress, other local leaders, and the media.

- Ask 3-5 influential community members to take the Challenge with you
 - Elected officials, religious leaders, heads of food banks/soup kitchens, school board members, school superintendant/principals, heads of non-profit organizations, well-known local chefs or restaurant owners, local businessmen, head of local chamber of commerce, local TV reporters or newspaper columnists, etc.
- Work with influential/prominent participants to promote the Challenge to media
 - Develop a press release for your group
 - Prior to the challenge, have each prominent participant send the press release to members of the media with whom they have worked in the past
 - Call local reporters to see if they are interested in writing a piece
- Ask religious leaders to preach about hunger, Fighting Poverty with Faith, and the Food Stamp Challenge
- Put up flyers at strategic community locations including community centers, religious organizations, schools, libraries, etc.
- Share Challenge experiences, as well as real hunger/poverty experiences, on the [Fighting Poverty with Faith public blog](#)
- Advocate (if it is comfortable) to protect food stamps from funding cuts and structural changes

