

ALASKA



FOOD COALITION

Paper Plate Campaigns

Paper plate campaigns are a popular anti-hunger advocacy tool, and are an easy and effective way of getting the attention of legislators, donors and the general public. In a paper plate campaign, clients and other individuals write on or decorate plates, sharing a personal story, fact, thought or illustration about hunger. Below is a step-by-step process for organizing your own paper plate campaign, and for participating in the statewide Alaska Food Coalition campaign.

Organizing Your Campaign

- You'll need to get the paper plates:
 - If you shop at Food Bank of Alaska, they will be available in the warehouse.
 - You can pick them up at most local grocery store. Be sure to get non-coated plates, as they are easier to write on.
 - We can help you and coincide this activity with a planned SNAP Outreach visit or FBA site visit
 - Plates can be mailed to you if other options are not available
 - For help getting plates, contact the Alaska Food Coalition Manager (907-222-3103 or afc@foodbankofalaska.org).
- Agencies will need to schedule a time when clients have an opportunity to write their own message on the plates. Food distribution days, community meals, child feeding programs or special events are perfect times to engage clients, volunteers and donors.
- While we want to highlight our clients' voices, this project can also include a diverse array of participants from your community. They can include co-workers, volunteers, partner organizations, program participants, teachers and schoolchildren, friends, family, business leaders and other community members who know the importance of the anti-hunger network.
- You might consider having paper plates, pens, markers, crayons, etc. out on tables along with the instruction flyer (included here). An announcement at the beginning of a meal or distribution would be helpful to explain the project and the encourage clients to share their voice. The instruction flyer includes prompts and examples of completed plates for your participants.
- If using the paper plates as part of a larger multi-agency campaign (i.e. the statewide AFC campaign) be sure to tag the back of every plate with the name of your agency so that they can be associated with the right elected official and community.

Using the Paper Plates

Ideally, you will use the paper plates at both your own agency and contribute to the statewide Alaska Food Coalition campaign. You might consider using the paper plates as a background for your next event or fundraiser, or post them on your agency's Facebook page. For the statewide AFC campaign, we will use your paper plates in many different ways:

- 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 sharing it with our members of Congress in Washington, D.C. and to our Governor.
- We will display the paper plate exhibit at a meet and greet at the AFC Annual Meeting in Juneau.
- We will take photos of the plates to contribute to our complementary social media campaign on Facebook, which will take place during Hunger Action Month (September). Agencies can also take photos of the plates themselves and post to the AFC Facebook page.

Timeline for Statewide AFC Campaign

Now – August	Purchase/pick-up paper plates; implement campaign; collect paper plates
Now – August	Optional: Display paper plates at your agency or at an event
August	Gather plates and get them to the Alaska Food Coalition. Call or email to set up a way to get the plates to the AFC.
August	Optional: Take photos of your paper plates
September	Hunger Action Month paper plate social media campaign...more information to come!
September - ?	Use paper plates at events

Information for this whitepaper was pulled from a few different resources from the [Food Research Action Center \(FRAC\)](#), [Feeding America](#), and the [Good Shepherd Food Bank](#).

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Copies of Alaska Food Coalition White Papers are available online:

<http://www.alaskafood.org/whitepapers.shtml>

For additional information, contact Cara Durr, Alaska Food Coalition Manager:

afc@foodbankofalaska.org

Help us by telling your story!

See these paper plates? Please help us to raise awareness about hunger in Alaska by writing or decorating on one!

We are collecting paper plates from around the state to display at events, with our elected officials, and on our Facebook page.

Please grab a plate and share your story!

You could answer one of these questions....

- How is the food you get here important to you and your family?
- Why do you come to this program?
- What would you like your elected officials to know about hunger?
- What would happen if the help you receive here was no longer available?
- Do you have thoughts about a future without hunger?

If you have kids with you, they can draw or write on their plates. You might encourage them to show how they feel when they are hungry, or why they like coming to the pantry.

Use the plates on this page as potential inspiration for your own messages!

When you are done, you can just leave your plate on the table, or hand to a volunteer or staff. Thank you!

Want to share your story online? Take a photo of your plate and:

- Upload the photo to www.facebook.com/alaskafoodcoalition
OR
- Email the photo to afc@foodbankofalaska.org

