



# HUNGER STRIKE

BENEFITTING YOUR LOCAL COMMUNITY AND



"Welcome to *Hunger Strike*: a 30-day fundraiser that unites communities, energizes members, and amplifies Rotarians fight against hunger. With easy setup and powerful results, this event brings Rotary's mission to life both locally and globally."



# The Origin of Hunger Strike

Hunger Strike is a fundraising event originally designed by Rotary District 5030 Public Image, first piloted in Washington state in 2022. It was designed with five key goals in mind:

- Build membership by engaging the local community.
- Foster member retention.
- Unite clubs within the district, encouraging greater district-wide collaboration.
- Benefit clubs and their communities directly, while supporting a well-known hunger relief program.
- Provide an opportunity for club foundations to benefit financially.

**Results:** *Over 4 million servings of healthy food distributed to children and families in need, growth in membership and multi-club engagement & collaboration.*





## How it works

Hunger Strike is a 30-day fundraising challenge where Rotarians and their communities compete to raise funds for their chosen local cause, as well as No Kid Hungry and Harvest Against Hunger in the fight against hunger.

- A 30-day online fundraising competition where Rotarians and community members form fundraising teams.
- Each participant has a personal fundraising page, with members, teams, and clubs competing to raise funds.
- Progress is tracked on a real-time leaderboard, fueling friendly competition.
- Culminates into live events of your choice, which can including things like bowling, Jeopardy, and other club-organized activities.

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# What are the steps involved

Setting up and running Hunger Strike is remarkably easy for any District, thanks to the support from the Hunger Strike team and a vastly automated online process. With ready-to-use resources Districts can launch and manage their Hunger Strike effortlessly.

1. The District provides the Hunger Strike team a list of all the clubs, which will generate dedicated event pages for each club.
2. Clubs select a local cause to benefit from 50% net funds raised with the other 50% going to No Kid Hungry.
3. Clubs schedule live events.
4. Members and their communities are directed to a landing page where they can easily find their club's event page to form/join a team and start fundraising.
5. The Hunger Strike production team works in collaboration with the District on promotions and podcast for the final event.

*Refer to Hunger Strike Playbook for best practices and templates*





## Final notes...

Hunger Strike is run and driven by dedicated Rotarians looking to support our clubs and make a difference in the fight against hunger.

### Our Mission:

- Unite clubs across the district in a fun and engaging way.
- Provide a platform to fundraise for hunger relief and local community causes.
- Foster community engagement and attract new members.
- Enhance Rotary's public image and promote our club's contributions.

We look forward to working with you!

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