



# ZERO HUNGER CHAMPIONS



**Every day, millions of parents struggle to feed their children.** Conflict, climate shocks, extreme poverty and, more recently, the COVID-19 pandemic, are major drivers putting food out of reach for the world's most vulnerable. The number of severely hungry people could rise to a quarter of a billion by the end of this year. As a result, the United Nations World Food Programme (WFP) is launching the largest humanitarian response operation in our history, scaling up to feed 138 million people.

**But we can't do it alone.** We need strong voices and champions to help us to feed the world's most vulnerable. Your effort can help feed a hungry child, or empower a mother to grow, sell and store food for her children. **You have the power to make a real difference.**

## Become a Zero Hunger Champion

Join us and support our mission by becoming a **Zero Hunger Champion!** As part of this group of social media advocates, you will help us provide lifesaving food and hope to millions of families in their darkest hour of need. Your time and dedication will help save countless lives as you help to inspire others to learn more, get involved, and give.

We know you are passionate about fighting hunger and making sure that no child, woman or man be pushed to the brink of starvation. Now, **we want to empower you to share our mission** with the world and to be the voice for those who are voiceless.



## Zero Hunger Champions in Action

As a **Zero Hunger Champion**, you will inspire others to help people who have been pushed to the very brink of starvation. We'll give you the tools to:



**Share what being a #ZeroHungerChampion**

means to you, and what the U.N. World Food Programme does to feed and empower people.

**Introduce your connections** to all the different ways they can support our mission to end global hunger (including becoming Zero Hunger Champions themselves!)

**Build awareness** of our campaigns and fundraisers (sharing, liking, commenting, posting, retweeting, etc.)

## How Do I Do This?

✔ Throughout the year, you will receive **sample posts** and **links**. You will also receive **updates and outcomes** from each campaign so you can see the **impact of adding your voice to this cause**.

✔ We will **invite you** to join **exclusive events** and explore **ways to showcase your posts** on World Food Program USA's social media channels.



**Ending hunger is the greatest challenge of our time, but together we can make a real impact!**

[Click here to sign up](#) or send us an **email** for more information.