

SNAP RELIEF TOOLKIT



**When SNAP Cracks,
#GiveHealthy is here to help fill the gap.**

Millions of families are struggling with the recent cuts and delays in SNAP benefits. **The SNAP Relief Toolkit** provides you, our drive organizers, with messaging and content to raise awareness and garner more food drive support. Together, we can help fill the gap for families facing food insecurity.

SNAP Relief Toolkit Purpose:

To help drive organizers engage supporters and garner more food drive support in response to the recent SNAP cuts and delays that are increasing pressure on emergency food systems.

What's Inside:

- **Press Release Template** – Announce your SNAP Relief Food Drive and highlight local impact.
- **Email Templates** – For donor outreach, community partners, and volunteers.
- **Social Media Posts** – Ready-to-use captions and graphics to raise awareness and encourage donations.
- **Key Messaging & Talking Points** – Simple ways to explain what's happening with SNAP and why it matters.



Press Release Template:

[Organization Name] Launches SNAP Relief Food Drive to Support Families Impacted by Benefit Cuts and Delays
Community encouraged to donate food online and help fill the gap for families facing food insecurity

[City, State] — [Organization Name] has partnered with #GiveHealthy to launch a SNAP Relief Food Drive to support [Food Bank/Pantry Name] in response families struggling with the recent cuts and delays in the Supplemental Nutrition Assistance Program (SNAP). As thousands of households experience disruptions to their benefits, local food banks and pantries are relying on community action to meet the rising demand for food assistance.

“Families who rely on SNAP are now facing uncertainty and are left wondering if and when they will receive their benefits,” said [Spokesperson Name and Title]. “Now is the time for our community to come together and support families in need, and we’ve made this simpler than ever with an online #GiveHealthy food drive.”

Unlike traditional canned-food drives, #GiveHealthy allows supporters to donate fresh fruits, vegetables, and other healthy foods online, using a simple e-commerce-style checkout. Donations are delivered directly to [Food Bank/Pantry Name], ensuring that families facing hunger receive the right kinds of foods when they need them most. Even better: starting a Snap Relief Food Drive is free, fast, and simple for anyone looking to make an immediate impact.

To learn more and donate to the Snap Relief Food Drive, visit: [food drive page](#)

About [Organization Name]

[Insert 2–3 sentences describing the organization, its mission, and community involvement.]

Optional: About #GiveHealthy

The #GiveHealthy digital food drive system makes sponsoring a food drive a breeze and makes it super easy for people to donate the right kind of food. #GiveHealthy is a free turnkey service that manages both food donations and delivery. Groups can run stand alone drives, drives that include both traditional and #GiveHealthy donation options or use the #GiveHealthy Contest and Team Tracking system. #GiveHealthy partners with food banks and pantries across the U.S., from NYC to Hawaii, to ensure they maximize their food drive support. To learn more, visit givehealthy.org

Promote Your Food Drive

Use these templates to keep messaging unified across your email and social communication:

LAUNCH EMAIL

Subject: It Starts Today — Support our SNAP Relief Food Drive!

We're launching our #GiveHealthy SNAP Relief Food Drive today to support (insert hunger organization)! The recent changes and delays in SNAP benefits are leaving more families struggling to afford food each month, we're here to make sure no one in our community goes hungry. You can help by taking a few minutes to donate fresh fruits, vegetables, and other healthy items to our online food drive.

Visit our drive page: (insert link)

Let's make a healthy difference together!

MIDWAY UPDATE EMAIL

Subject: We're Halfway There — Help Us Reach Our SNAP Relief Drive Goal!

We're at the midpoint of our #GiveHealthy SNAP Relief Food Drive! If you've taken the time to donate, thank you! It really makes a huge impact in our community. If you haven't yet, there's still time to help us reach our goal! Take just a few minutes to donate the healthy food items family members in our area need.

Donate here: (insert link)

FINAL PUSH EMAIL

Subject: Last Chance to Give Healthy — Our SNAP Relief Drive ends TOMORROW!

Our SNAP Relief Food Drive ends tomorrow! Make a digital healthy food donation in just a few minutes and directly support families in our community.

Donate here: (insert link)

Garner SNAP Relief Food Drive Support

Use these matching social posts to keep messaging unified across email and social:



Launch: Donate to our #GiveHealthy SNAP Relief Food Drive today to support (insert hunger organization)! The recent changes and delays in SNAP benefits are leaving more families struggling to afford food each month, we're here to make sure no one in our community goes hungry. 🍌🍏
It only takes a few minutes to donate, use this link or head to the link in our bio: food drive page
#fooddrives #givehealthy

Midway: "We're halfway to our goal! Support [Food Bank Name] by taking a few minutes to donate healthy food online through our SNAP Relief Food Drive! Donate here or at the link in our bio:
food drive page
#fooddrives #givehealthy



Final: "It's the last day to donate to our #GiveHealthy Snap Relief Food Drive! If you've donated, thank you! If you haven't yet, this is your last chance to make a difference in our community and support. Donate using this link or at the link in our bio: food drive page
#fooddrives #givehealthy

Key Messages and Talking Points for Donors:

The recent changes and delays in SNAP benefits are leaving more families struggling to afford food each month. As a result, food banks and pantries across the country are seeing higher demand — and community support is more important than ever.

Our SNAP Relief Food Drive is our collective effort to close the gap. By spreading awareness and encouraging food drive support, we can make sure every family in our community has access to the nutritious food they need.

- Due to the ongoing federal government shutdown and related budget/funding issues, SNAP benefits for November are being reduced and may be delayed.
- The United States Department of Agriculture (USDA) has informed states they face “procedural difficulties” which may cause payments to be late — in some cases “weeks to up to several months”.
- At this point, the USDA says they will issue partial benefits for November (roughly about half of the normal amount) because only about half the typical monthly cost is available.
- Because of the delay/reduction, many families who rely on SNAP to cover food costs will face a shortfall — and local food banks / pantries are seeing rising demand.

