

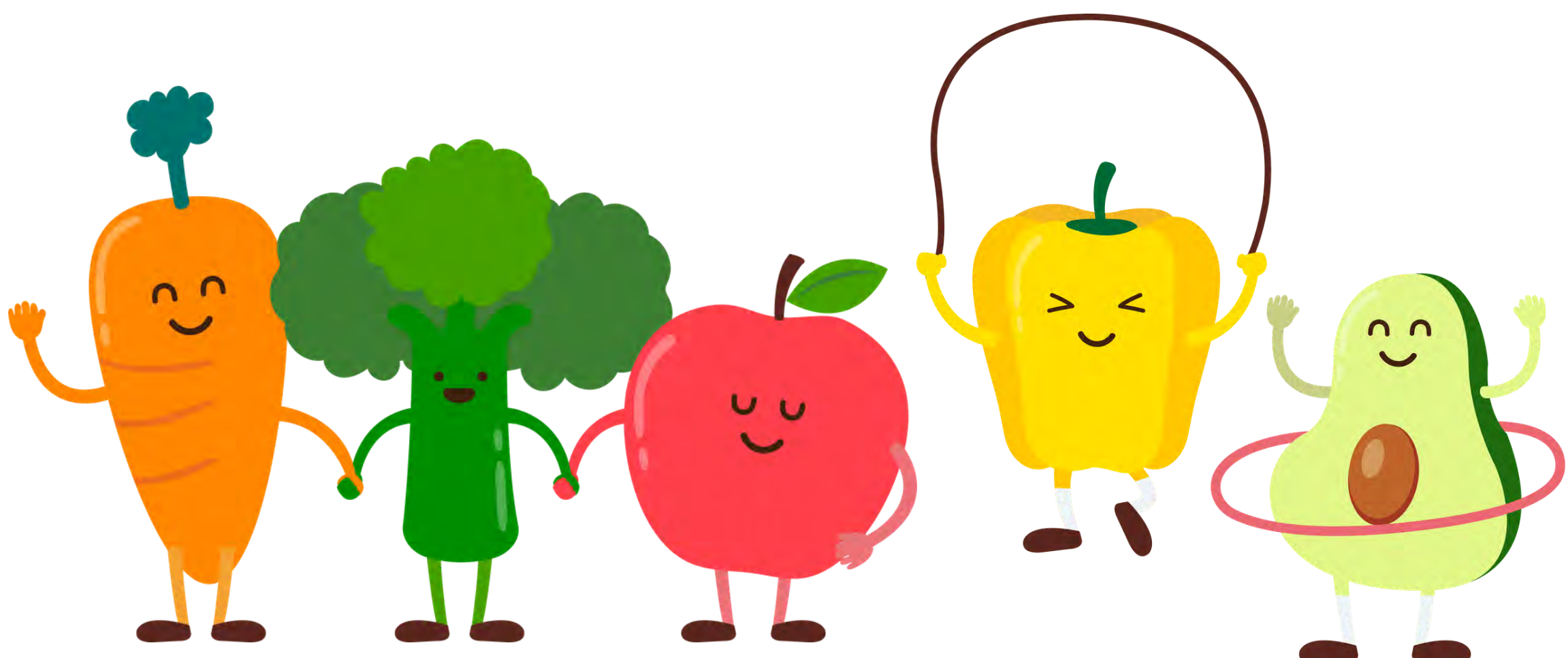
NATIONAL NUTRITION MONTH® TOOLKIT

March 2027

National Nutrition Month® is the perfect time to bring your community together around healthier food choices and ensure families have access to the nutritious foods they deserve. This year's theme, "**Discover the Power of Nutrition,**" encourages everyone to explore the life-changing benefits of healthy eating.

And **few actions are more powerful than helping provide nutritious foods that many relying on food banks and pantries often go without.**

Use this toolkit to launch your own **#GiveHealthy "Power of Nutrition" Food Drive** and inspire meaningful support throughout this important month.



National Nutrition Month® Toolkit Purpose:

To help drive organizers engage supporters and garner more food drive support in honor of National Nutrition Month®. By hosting a **“Power of Nutrition” Food Drive** this March, you’ll join a national movement focused on well-being and encourage donors to give items that truly make a difference. March is also a time when food donations typically dip, making your drive more important than ever. A themed National Nutrition Month® drive can re-energize your network, attract new supporters, and boost awareness about the importance of nutritious food for all.

What’s Inside:

- **Press Release Template** – Announce your Power of Nutrition 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.





Press Release Template:

Title Options:

[Organization Name] Invites the Community to “Discover the Power of Nutrition” and Support [Food Bank/Pantry Name] This March with a Healthy Food Drive

[Organization Name] Launches a “Power of Nutrition” Food Drive for [Food Bank/Pantry Name] During National Nutrition Month®

“Discover the Power of Nutrition” with [Organization Name]: A Fresh Way to Support [Food Bank/Pantry Name] This National Nutrition Month®

[City, State] — [Date] — March is National Nutrition Month®, a time to celebrate healthy eating and the importance of good nutrition for all. This year’s theme, “Discover the Power of Nutrition,” encourages everyone to explore the life-changing benefits of healthy eating. And few actions are more powerful than helping provide nutritious foods that many relying on food banks and pantries often go without. This year, [Organization Name] is teaming up with [Food Bank/Pantry Name] to encourage community members to donate to our virtual “Power of Nutrition Food Drive in partnership with #GiveHealthy. The “Power of Nutrition” initiative, developed in collaboration with #GiveHealthy, empowers communities to make healthy choices easier and more accessible. Through our virtual food drive, supporters can donate whole grains, lean proteins, low-sodium items, fruits, vegetables, and other nourishing foods that families truly need.

“Access to healthy food is essential for long-term wellness,” said [Spokesperson Name], [Title] at [Organization Name]. “By hosting a ‘Power of Nutrition’ drive on behalf of [Food Bank/Pantry Name], we’re helping ensure that families in our community receive not only food — but the nutritious foods that support their health.”

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. Donating to our “Power of Nutrition” food drive only takes a few minutes and all donations are delivered directly to [Food Bank/Pantry Name], ensuring families facing hunger receive the right kinds of foods, exactly when they need them.

Why Donate to our “Power of Nutrition” Food Drive?

- Support local families with the healthy, high-quality foods they truly need
- Promote dignity and wellness by focusing on nutritious items rather than processed goods
- Educate the community about the connection between food insecurity and health
- Boost support for our [Food Bank/Pantry Name] during the slower spring months, when need remains high but giving often dips

To learn more and donate to the our Power of Nutrition food drive for National Nutrition Month®, 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 Power of Nutrition Food Drive this National Nutrition Month®!

It's National Nutrition Month®, and we're launching our #GiveHealthy Power of Nutrition Food Drive today to support (insert hunger organization)!

Through our virtual drive, you can donate fresh, nutritious foods online, including fruits, vegetables, whole grains, lean proteins, and other healthy items families truly need. Donations are delivered directly to [Food Bank/Pantry Name], helping ensure families facing hunger have access to the right kinds of food, exactly when they need them.

Visit our drive page to donate: (insert link)

Let's make a healthy difference together!

MIDWAY UPDATE EMAIL

Subject: We're Halfway There — Help Us Reach Our Power of Nutrition Food Drive Goal!

We're at the midpoint of our #GiveHealthy Power of Nutrition Food Drive and halfway through National Nutrition Month®! 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 Power of Nutrition Food Drive ends TOMORROW!

March is coming to an end, which means our Power of Nutrition Food Drive (and National Nutrition Month®) ends TOMORROW!

You can still make a digital healthy food donation, including fruits, vegetables, whole grains, lean proteins, and other healthy items, in just a few minutes.

Donate here: (insert link)

Promote Your Food Drive

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



Launch: It's National Nutrition Month® and to celebrate we've launched a #GiveHealthy Power of Nutrition Food Drive to support (insert hunger organization)! Families who rely on food banks for their next meal often don't have access to nutritious, healthy options. Our food drive provides fresh produce, whole grains, lean proteins, and other healthy items these families truly need. It only takes a few minutes to donate, use this link or head to the link in our bio: link #fooddrives #givehealthy

Midway: "We're halfway to our goal! This National Nutrition Month®, support [Food Bank Name] by taking a few minutes to donate healthy food online through our Power of Nutrition 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 Power of Nutrition 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