

SHARE THE TABLE

A NEIGHBOR-TO-NEIGHBOR FOOD DRIVE TOOLKIT



Overview

Food insecurity is rising across Connecticut as families face reduced SNAP benefits and higher grocery costs. We are launching Share the Table Connecticut, a rapid response food drive and fundraiser to help ensure every family in our region can put food on the table. **This initiative will run from November 1 through December 30.**

This toolkit equips you with ready-to-use materials to amplify the campaign in your community. You'll find customizable Canva templates, suggested captions, and a QR code that links directly to campaign details.

How to Use This Toolkit

1. Collect

Host a food drive with your workplace, community group, or neighbors. Use the toolkit materials to spread the word and gather donations.

2. Deliver

Drop off your collected items directly to your local pantry or your matched partner pantry.

3. Share

Post photos or short videos on social media using #ShareTheTableCT and tag @unitedwaycwc.

4. Consider a Gift

If you'd like to help beyond food, make a contribution to the ALICE Fund, which provides financial assistance for urgent needs like housing, childcare, and transportation.

Learn more: bit.ly/sharethetable25

Toolkit Contents

- Customizable Canva Flyer Templates: [Access Templates](#)
- Customizable Canva Social Media Graphics: [Access Graphics](#)

Social Media Best Practices

- Use the hashtag #ShareTheTableCT in every post.
- Tag @unitedwaycwc on Facebook, Instagram, LinkedIn, and Threads.
- Include your pantry, business, or town name for local visibility.
- Encourage your followers to share your post or start their own collection.

Social Media Captions

For Individuals / Neighbors

Post 1

Food insecurity is rising across Connecticut as people lose their SNAP benefits. I'm participating in Share the Table Connecticut with @unitedwaycwc to support my local food pantry. If you'd like to join me, I can share how to help. Every contribution matters.

#ShareTheTableCT

Post 2

I'm collecting items for our local pantry to support families in our community who are losing their SNAP benefits. Most-needed items include pantry staples and shelf-stable proteins. Reach out if you'd like to join me in Share the Table Connecticut with @unitedwaycwc.

#ShareTheTableCT #NeighborsHelpingNeighbors

For Corporate / Workplace Partners

Post 1

Our team is taking part in Share the Table Connecticut with @unitedwaycwc to support our local food pantry. A donation basket is located at [insert location]. Items needed include pantry staples and shelf-stable proteins. Thank you for helping us care for our community.

#ShareTheTableCT

Post 2

Our workplace is participating in Share the Table Connecticut to support families facing food insecurity. Drop off donations at [insert location]. Every contribution matters in making sure our neighbors do not go hungry. Learn more: bit.ly/sharethetable25

#ShareTheTableCT #CommunityStrong

Post 3

We're proud to support Share the Table Connecticut and help ensure no one in our community goes hungry. Join us and help strengthen our community. Follow and tag: @unitedwaycwc

#ShareTheTableCT #TogetherWeThrive

For Food Pantries

Post 1

Thank you to everyone supporting Share the Table Connecticut. Your donations help ensure families in our community have access to the food they need. Interested in participating or hosting a collection? Visit @unitedwaycwc for details.

#ShareTheTableCT #FeedConnecticut

Post 2

Your generosity keeps our shelves full and our community strong. Thank you for being part of Share the Table Connecticut. Want to get involved or support a pantry near you? Connect with @unitedwaycwc.

#ShareTheTableCT #NeighborsSupportingNeighbors