

SNAP Awareness Week Toolkit

JANUARY 18 – 21, 2022

Thank you for participating in the SNAP Awareness Week to help Project Bread spread awareness about how critical SNAP is for anti-hunger efforts.

With all the exciting policy changes to the program, it's an important time to get the word out to those potentially eligible to encourage them to apply, your help makes a big difference! Use these graphics and tools to help expand outreach and increase access to critical SNAP resources across social media.

[To download graphics for Twitter + Facebook, please click here.](#)

[To download graphics for Instagram, please click here.](#)

[For graphics in other languages, please click here.](#)

Twitter + Facebook Toolkit:



Caption:

If you're struggling to make ends meet, SNAP is here for you! Call @ProjectBread's FoodSource Hotline at 1-800-645-8333 or LIVE Chat with a counselor at gettingSNAP.org to get help applying for SNAP benefits. #StartWithSNAP



Could you qualify for monthly financial food assistance?

Call Project Bread's FoodSource Hotline to find out:

1.800.645.8333



Caption:

SNAP is our nation's most effective anti-hunger tool – providing key assistance to families & individuals so they can achieve self-sufficiency. @ProjectBread's FoodSource Hotline counselors at 1-800-645-8333 can let you know if you're eligible, and help you apply. #StartWithSNAP

GettingSNAP.org

Financial Assistance for Food. Could you be Eligible?

- ✘ SNAP helps households meet their nutritional and dietary needs.
- ✘ SNAP enables households to purchase food that is healthy & culturally appropriate.
- ✘ SNAP supports work, helping low-wage households.



Caption:

#SNAPworks for YOU:

- Food security for you + your family
- Autonomy to purchase the food you want
- Meet the nutritional needs of you + your family

Call @ProjectBread's FoodSource Hotline at 1-800-645-8333 or head over to [gettingSNAP.org](https://www.gettingSNAP.org) to apply. #StartWithSNAP

Instagram Toolkit —



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PROJECT BREAD

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Financial Assistance for Food

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- ✘ SNAP enables households to purchase food that is healthy & culturally appropriate.
- ✘ SNAP supports work, helping low-wage households.



Caption:

#SNAPworks for YOU:

- ✓ Increases food security for you + your family
- ✓ Autonomy to purchase culturally appropriate food
- ✓ Helps you meet the nutritional and dietary needs of you + your family

Call @ProjectBread's FoodSource Hotline at 1-800-645-8333 or LIVE Chat with a counselor at startwithsnap.org to apply. #StartWithSNAP