

Bread Topline Messaging

This document is intended to equip Bread staff and Board members in their communication of Bread's vision, goals, and key messages with external (existing or potential) stakeholders.

TARGET AUDIENCE

Shared traits of our key audience (current and aspirational).

Bread's [Center Target](#) audience tends to be community service-, policy-, or social justice-minded as well as deeply motivated by their Christian faith. Detailed analysis regarding additional attributes associated with Bread's Center Target audience can be found [here](#).

AUDIENCE MINDSET

Our key audience's challenges and needs.

Our audience **deeply cares** but doesn't necessarily know "how" we're going to end world hunger.

They want to feel a **sense of contribution** and be fulfilled by helping those in need and doing their part.

VISION STATEMENT

What we aspire to achieve long term.

We envision a world without hunger.

MISSION STATEMENT

Our key objectives and how we will reach those objectives.

Bread for the World is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger. Our mission is to educate and equip people to advocate for policies and programs that can help end hunger in the U.S. and around the world.

ELEVATOR PITCH

A short, memorable description of what we do and why.

Nearly one in ten people around the world goes to bed hungry at night, and an estimated one in four children under five are malnourished.

For almost five decades, Bread for the World has been a trusted leader in advocating for federal policies and programs that will help end hunger for good. Since 1970, the proportion of people facing hunger in lower-income countries has been reduced by half, and U.S. federal nutrition programs prevented hundreds of millions of people from experiencing hunger. However, the work is not done.

While faith communities and charities have a critical role to play, it is essential that the U.S. government employ its power and resources to make a historic impact on hunger.

We urge the U.S. government to do its part to make hunger a problem of the past.

WHAT YOU CAN DO

Key calls to action for our audiences; Bread's "action funnel."

SPEAK UP

Members of Congress really do listen to their constituents who speak up. Write or call your senators and representatives, and spread the word on social media. Let's make hunger – and solving it – impossible to ignore.

PRAY

God is listening – because God cares. Pray for people experiencing hunger and for the leaders with the power and resources to make a difference.

GIVE

For every dollar you donate, Bread helps win hundreds of dollars in federal government assistance for people experiencing hunger and poverty in the U.S. and around the world. That's a powerful return on your investment to build pathways out of poverty.

KEY BIBLE VERSES

Verses that are especially impactful with Bread's audiences (note: not an exclusive list).

"The King will reply, 'Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.'" (Matthew 25:40 NIV)

"Do not withhold good from those to whom it is due, when it is in your power to act."
(Proverbs 3:27 NIV)

"He has told you, O mortal, what is good; and what does the Lord require of you but to do justice, and to love kindness, and to walk humbly with your God." (Micah 6:8 NRSV)

"Open your mouth for those who cannot speak, and for the rights of those who are left without help." (Proverbs 31:8a NIV)

Brief explanations and examples of how these scripture verses may be used in context may be found here [\[insert link to come\]](#).

KEY MESSAGES

Key messages are the main points we want our audience to hear, understand, and remember. They are intended to build on each other in order to lead our audience down a pathway of understanding.

We can end hunger in our lifetime.

Despite a staggering number of people who are experiencing hunger, it doesn't have to be this way. Hunger is solvable.

There is enough food to feed everyone in the world.

You can help – what we need now is our will, voices, and actions to make it happen.

Ending hunger takes more than growing enough food.

The cause of hunger is not a collective shortage of food – it's access to food, especially nutritious food. Ending hunger in the U.S. and around the world means addressing the root

causes of hunger – like climate change, conflict, low-wage incomes, unemployment, racial and gender inequity, and more – so that everyone has access to nutritious food.

Advocacy works.

While congregations and charities have a critical role to play, it is essential that the U.S. government employ its power and resources to make a historic impact on hunger. Federal nutrition programs provide roughly 10 times as much food assistance as private churches and charities combined. We cannot end hunger without the federal government doing its part.

Advocacy brings people together to change laws and systems that allow hunger to persist. The more we use our collective voices and actions to support a law or policy, the more likely it is to happen. This results in meaningful change.

TARGETED TOPLINE MESSAGING

Key points intended to resonate with specific audiences.

The Church

We have a historic opportunity to move the U.S. government to end hunger. When Christians come together around a unified message, government leaders listen.

Communities of faith have unique perspectives – when we come together, we can make a difference.

Churches can't end hunger alone. Federal nutrition programs provide roughly 10 times as much food assistance as churches and charities combined. Yet church leaders are in a unique position to lead the way in advocating for a budget, programs, and policies that reflect God's love for all people.

What churches do to serve our communities through direct assistance and food pantries is important. It has immediate and lasting impact. But churches can't end hunger alone.

THE ASK: Lead your church in advocating for programs that address hunger and poverty in the U.S. and around the world.

Disproportionately Affected Communities

While hunger affects every community, and Bread's goal is to ensure access to food for good health for all people, evidence shows that hunger and poverty disproportionately impact women, communities of color, and rural communities, both in the U.S. and around the world. More voices from these communities are essential to advocating for equitable and effective programs that will end hunger in the U.S. and worldwide.

For example:

Black:

In the U.S., Black households experience food insecurity at [three times](#) the rate of white households. Globally, more than one-third of people living with hunger live in Africa.

Latino:

Latino communities are among the most impacted by hunger and food insecurity. [One in five](#) Latino families in the U.S. struggle to feed their children, and in Latin America and the Caribbean, nearly [60 million people](#) are affected by hunger.

AAPI:

It is necessary to dispel the myth that all Asian Americans are economically secure. In reality, the U.S. is facing a major problem of "hidden hunger" in the AAPI community. For example, [one out of every six people](#) living in Native Hawaiian and Pacific Islander communities in the United States live below the poverty level. Globally, more than half of the world's people experiencing hunger live in Asia.

Indigenous:

[One in four](#) Native Americans are facing hunger, and globally, Indigenous communities make up [15 percent](#) of the people in the world who live in extreme poverty. Indigenous voices and participation are essential to advocating for programs that will end hunger in these communities.

Rural:

In the U.S., although rural areas grow most of our food, people living in rural areas are also more likely to face hunger. For example, [84 percent](#) of U.S. counties with the highest percentage of childhood hunger are rural as defined by the U.S. Department of Agriculture. Globally, [two-thirds](#) of all people living in extreme poverty live in rural areas.

Women:

Women and girls in the U.S. and around the world are more likely to experience hunger than men. Globally, about [60 percent](#) of people who go hungry are women and girls. Rates of hunger are even higher for single mothers and women and girls of color. Around the world, women are underrepresented in decision making.

Messaging Suited to Generational Cohorts

Gen Z / Millennial / Younger Gen X (born after 1980):

We have a moral responsibility to do what we can for people who are suffering from hunger. Ending hunger is not an impossible dream; enough food already exists to feed everyone in the world; we just need to make sure everyone can access it.

Now we need government action to help get healthy food to people who need it. When enough of us speak up, government leaders will listen.

Older Gen X / Boomers / Silent Generation (born before 1980):

Churches can't end hunger alone. Because of its size, the federal budget has the potential to make the greatest impact on hunger in the U.S. and globally. Federal nutrition programs provide roughly 10 times as much food assistance as private churches and charities. Christians can lead the way in advocating for a budget, programs, and policies that reflect God's love for the world.

Activists

With collective action, we can end hunger in our lifetime.

Hunger is solvable. Enough food is produced today to feed everyone in the world. If the government prioritizes food security and directs policies and funding to the right places, our generation will end hunger in our lifetime.

We need your help to convince government leaders to make ending hunger a priority.

THE ASK: Help educate your community on the realities of hunger, spread the word on social media, and write or call your senators and congresspersons. Let's make hunger – and solving it – impossible to ignore.

Government leaders

The U.S. government has the capability to end hunger in the U.S. and around the world, which will change the course of history for millions of people.

In recent decades, our government has made remarkable impacts on children's health, HIV/AIDS, access to clean water, and more. Now, hunger must be our priority. By focusing resources and policies on the right programs, Congress has the power to end hunger.

A nation should spend its shared resources on programs that promote security and self-sufficiency for all people, starting with those struggling to put food on the table.

THE ASKS

1. Federal budget: Fund domestic food programs and programs that address the root causes of hunger (unemployment, the environment, inequities).
2. Enact policy reforms that ensure lasting economic security and self-sufficiency for people in the U.S. and around the world.
3. Increase foreign assistance to address global hunger and poverty.

Donors

For every dollar you donate, Bread helps win hundreds of dollars in federal government assistance for people experiencing hunger and poverty in the U.S. and around the world.

Bread for the World is a 501(c)4 organization. Your donations empower our initiatives to advocate for policies and programs that can end hunger in the U.S. and around the world. You can also make a tax-deductible gift to Bread for the World Institute, our 501(c)3 organization, to support non-partisan research, education, and policy analysis on hunger and strategies to end hunger.

This assistance helps our country build pathways out of poverty. Your donations support advocacy for policies and programs that help people struggling with hunger and poverty in the

U.S. and globally. We take our role as fiscal stewards seriously, keeping our overhead low and maximizing the impact of every gift.

WAYS TO GIVE:

1. Give today.
2. Give monthly.
3. Bequests and estate giving.
4. Fundraise.
5. Charitable distributions from IRAs.
6. Donations of stocks, securities, and vehicles.
7. Employer-matched gifts.
8. Consumer advocacy (through programs like AmazonSmile).
9. Donor-advised fund or family foundation.
10. Organize a church offering to Bread.

General public

Collectively, the world already grows enough food to feed everyone.

Lack of equitable access to that food is the primary reason hunger persists. Our advocacy focuses government leaders – and resources – on ending hunger in the U.S. and around the world. Everyone has a role to play.

Government leaders do listen to their constituents. The U.S. government has the power and resources to make a historic impact on hunger. Federal nutrition programs provide roughly 10 times as much food assistance as private churches and charities.

We need your voice and advocacy action to end hunger.