



#Hungerday on social media

Hunger Day is about collecting donations for the Red Cross disaster relief fund. The fundraiser is set to take over the Red Cross social media channels in September and feature prominently on the box collection days 24–26 September. The campaign hashtags are [#Nälkäpäivä](#), [#Hungerdagen](#) and [#Hungerday](#).

Feel free to share any updates and posts. FRC social media channels:

- facebook.com/punainenristi
- twitter.com/PunainenRisti
- instagram.com/punainenristi
- youtube.com/SuomenPunainenRisti
- linkedin.com/company/finnish-red-cross

Hunger Day playlists on YouTube: [Finnish](#) / [Swedish](#)

Ideas for your organisation's Hunger Day posts

Feel free to post about Hunger Day in your social media channels. Here are some **ideas**:

- Hunger Day is a shared event for the entire staff. You will be able to demonstrate your values when the entire team takes part. Images posted about your company's box collection or collectors in the lobby/cafeteria are easy to share.
- Shoot brief video interviews of staff or executives on why they want to participate in Hunger Day – why does it matter to them? Excitement is contagious!
- Anyone can participate in the Hunger Day collection – encourage staff to bring their dogs or children with them, for example.
- Make the most of it. We are serious about helping others, but we can have some fun, too!
- Start your own online fundraiser or Facebook fundraiser and promote it actively in your company's social media.
- Is your personnel working from home during Hunger Day? Executives and personnel should be encouraged to start their own online or Facebook fundraiser. Will keeping tabs on the Hunger Day collection add some excitement to the work day? Share your thoughts on Twitter and Instagram!
- Were you a box collector in previous years and now you collect online? Share your experiences of collecting with others. If you have old photographs of earlier fundraisers, share them online, too. This year marks the 40th Hunger Day collection – you have permission to reminisce!
- Don't forget tags: The Finnish Red Cross social media accounts will be sharing best bits, interesting stories and heartwarming moments with the hashtags [#Nälkäpäivä](#) and

#Hungerdagen around Hunger Day. If you post in your Instagram stories, remember to tag **@punainenristi**. We will be highlighting some of the best posts on Instagram.

- You can always add links to nalkapaiva.fi and hungerdagen.fi in your posts for information on donation recipients and ways to help.
- Take the time to thank donors and report the funds raised after the collection. You can find the most recent information in Red Cross social media posts.
- Donate your website traffic to the Red Cross for the time period of your choice with the [#SPRTakeover campaign](https://www.facebook.com/SPRTakeover), and post about your participation by using the hashtag [#SPRTakeover](https://www.facebook.com/SPRTakeover).

Start a digital Hunger Day collection

This year, we recommend starting your own digital fundraiser!

The easiest way to start a **Facebook fundraiser** is to have your company's or community's Facebook administrator set up and share the fundraiser on [Facebook](https://www.facebook.com). By starting a Facebook fundraiser, your company can communicate its values to social media users. Remember to top up the collection target, if you reach it!

You can also start your own **online fundraiser** for staff and customers under the Hunger Day fundraiser: oma.punainenristi.fi/nalkapaivakerays

You can also start your fundraiser in [Swedish](#) or [English](#).

Monitoring the progress of your online fundraiser is easy and you can inspire potential donors by promising to double the funds raised.

The Red Cross also has a joint Hunger Day online fundraiser that you can share if you do not want to start a fundraiser of your own: <https://oma.punainenristi.fi/nalkapaiva-kerays-2020/8-8921?setculture=en-US>

Tips and instructions on digital fundraising

You can find video instructions on setting up the fundraisers mentioned above here: <http://spr.punainenristi.fi/tipsfordigitalfundraising>

Images for your use

Visit our material bank for Hunger Day related publicly available images:

https://aineistopankki.punainenristi.fi/I/Tqb_ZgDqbPRD

We will be adding more images and material in the material bank as Hunger Day draws nearer.

Tips for companies:

<https://www.punainenristi.fi/yrityksille/yritykset-mukaan-nalkapaivaan>

<https://www.rodakorset.fi/foretag/foretag-deltar-i-hungerdagen>

Frequently asked questions about Hunger Day

You can find answers to frequently asked questions at www.nälkäpäivä.fi.

If you have extra tricky questions, you can send a private message to the Finnish Red Cross through any of our social media platforms.

We are glad to help!

If you have any questions or want to brainstorm ideas concerning Hunger Day social media content, you can contact

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