



PUSH YOUR PRESIDENT TO SIGN

# HANDBOOK

[www.pushtosign.org](http://www.pushtosign.org)

# PUSH YOUR PRESIDENT TO SIGN HUNGER CAN BE SOLVED

Humans have wrestled with the problem of hunger since the beginning of time, but when the food crisis of 2007-2008 swelled the ranks of the hungry to 1 billion, national leaders put it at the top of the global agenda. Progress has been made; however, much more needs to be done to achieve the Zero Hunger Challenge issued by the UN's Secretary General so every man, woman, and child on earth has access to sufficient, nutritious food.

## UNIVERSITIES CAN BE THE KEY

Individual universities have made significant contributions to food security, but never before have joined in collective action to share best practices in teaching, research, outreach and student engagement to address food and nutrition security. University presidents from every continent are signing [The Presidents' Commitment to Food and Nutrition Security](#) and creating an international momentum in the fight against hunger.

## STUDENTS CAN BE THE CATALYST

History has proven the transformational impact that students have when they unite behind an important issue. Using 21st Century innovation, connected through technology and impassioned by the desire to finally end this ancient scourge – YOU are the generation that will end hunger.

# Making History

In February 2014:

The Hunger Solutions Institute, in partnership with the Association of Public and Land Grant Universities and the Food and Agriculture Organization of the United Nations, held a forum, "Shaping the Collective Role of Universities as a Partner in Ending Hunger" to determine how to better coordinate efforts to address the issue of solving hunger.

A consensus outcome from that gathering, which drew 70 leaders from 30 universities in Canada, the United States and Latin America, was:

[The Presidents' Commitment to Food and Nutrition Security.](#)  
[www.pushtosign.org/](http://www.pushtosign.org/)

# THE POWER OF PUSH

## FOR ME

- Increased study abroad opportunities
- Top leadership support for campus organizations focused on hunger and malnutrition
- Opportunities to connect with like-minded students from around the world
- More course options focused on hunger issues
- Professional development opportunities in food security and related fields – domestic and abroad
- Opportunities for undergraduate research on topics related to hunger
- Student incubators and competitions on food and nutrition security innovations

## FOR MY UNIVERSITY

- Action plan for a Zero Hunger Campus
- Greater emphasis of university research on ending hunger
- Opportunity for collaboration between student affairs and academic programs to address local and global human sustainability
- New opportunities to cooperate with other universities in North America and in developing nations

## FOR GLOBAL FOOD SECURITY

- Focused and collaborative global academic community to solve hunger through targeted research, innovation, and tailored training
- Expedited ability to identify, scale, and share world hunger and malnutrition solutions
- A global and transparent repository of academic food and nutrition security best practices
- A critical partner to government, international organizations, NGOs and other sectors working to solve hunger

## UFWH

### Universities Fighting World Hunger:

Is a grassroots and academic movement that was started in 2004 as a partnership with the UN World Food Programme. Since that time the movement has spread to more than 300 campuses and today includes a number of international and domestic multi-sector partners. **PUSH to Sign** is an initiative of UFWH.

UFWH holds an annual Summit each year which will be at the University of Guelph in Ontario, Canada on Feb 20-22, 2015 and will feature a gathering of PUSH Campus Coordinators as well as student leaders, administrators and leaders from all sectors dealing in solving hunger.

# PUSH STUDENT MOVEMENT

Join students from all over the world and PUSH your president to sign the Commitment. This powerful campaign involves three main elements.

## THREE BASIC STEPS

### 1. PETITION

Mobilize the university community through a petition to get your president to sign.

### 2. MAXIMIZE ALLIES

Engage student, professional and service groups to become a powerful team with a single vision and goal in support of the PUSH initiative.

### 3. EVENTS

Go global by joining major events

- **World Food Day Event**
  - October 16 is a global day of action against hunger.
  - On World Food Day, host an event on campus to draw more students and faculty into the movement to end hunger and bring visibility for your petition drive.
- **Signing Ceremony at the United Nations**
  - On December 9, 2014 university presidents will gather during the United Nations General Assembly at the UN Headquarters in NYC to formally sign the Commitment.
  - Hold a webcast Viewing Party of the event on your campus.

# 1. PETITION

## • EDUCATE

- Educate yourself and others with materials found in the resource section of [www.pushtosign.org](http://www.pushtosign.org)
- Download and share the Prezi presentation [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)

## • STEP UP

- Register to be a PUSH Campus Coordinator (PCC): [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)

## • MEET WITH YOUR PRESIDENT

- Ask for a meeting with your university president
- Send an email or letter explaining your support of PUSH and your plans to start distributing a petition to encourage the president or chancellor to sign
- See a sample “Letter to the President” here: [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)

## • GET SIGNATURES

- Download the “PUSH Petition” here: [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)
- Email your signed petitions to [hsi@auburn.edu](mailto:hsi@auburn.edu)!
- We can only consider accurately uploaded petitions to determine winners of the UNGA Petition Competition (for more details about eligibility see the [PUSH website](#)).

## • SO YOUR PRESIDENT SIGNED?

- CONGRATULATIONS!
- Make it known!
- Skip to AND BEYOND on pg. 9

## 2. MAXIMIZE ALLIES

Unite with other student organizations in the fight against hunger.

### • REACH OUT TO:

- Campus groups that are fighting hunger already
  - Universities Fighting World Hunger (UFWH), FeelGood, Stop Hunger Now, Hunger U, Campus Kitchens, Food Recovery Network, Oxfam, ONE and many more.
- Groups that care about food security and nutrition issues
  - UNICEF, Engineers Without Borders, Doctors Without Borders, Health Leads, MedLife, Student Food Bank, University Garden/Farm orgs, faith-based orgs and others
  - Organizations in the [World Food Day Network](#)
- Departments of study
  - Every department has a role to play in solving hunger
  - Key academic areas include: Nutrition, Agriculture, Horticulture, Biology, Economics, International Relations, Political Science, Communications, Engineering, Business, Law – and your area of study

### • EXPRESS YOURSELF

- See our “Letter to Student Leader” here [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)
- Social Media
  - See our “Tweet Sheet” here [www.pushtosign.org/toolkit](http://www.pushtosign.org/toolkit)
  - Create Facebook events for WFD and the UNGA well in advance
  - Post on the UFWH Facebook site [www.facebook.com/0hunger](http://www.facebook.com/0hunger)
  - Share the Prezi presentation on your social media platforms
  - Take pictures of student activities and send to [hsi@auburn.edu](mailto:hsi@auburn.edu) to get them posted to PUSHtosign.org.
  - Utilize social media, but don’t rely on it alone!

## 3. EVENTS

Go Global. These events connect you and your campus to the global movement to end hunger.

- **WORLD FOOD DAY**

- October 16, 2014
- Engage your allies and plan a high profile event on campus to drive attention and signatures to PUSH.
- This is your chance to tell your campus why PUSH is important and to get the attention of your president and university faculty.
- This is also the opportunity for you to connect to students worldwide who annually observe [World Food Day](#) in solidarity against hunger.
- Try some fun PUSH visibility events:
  - PUSH-ups for Hunger
  - PUSH: Human dominos on your main lawn
  - **Remember to collect as many signatures as possible at the event!**



**WORLD FOOD  
DAY - OCT 16**

# W o r l d Food Day

World Food Day is a day of action against hunger. On October 16, people around the world come together to declare their commitment to create a world free from hunger and malnutrition.

Because when it comes to hunger, the only acceptable number is zero.

World Food Day has been observed in almost every country by millions of people since it was first established in 1979 to commemorate the founding day of the [Food and Agriculture Organization of the United Nations \(FAO\)](#).

From hunger walks, World Food Day dinners, food packaging events, and food drives there are many ways for people to be a part of solutions to hunger. Find events and join the campaign at

[www.worldfooddayusa.org](http://www.worldfooddayusa.org).

# GLOBAL LAUNCH OF PUSH AT THE UN

DECEMBER 9, 2014

## • PUSH EVENT

- There will be a formal signing ceremony of the Commitment at the United Nations Headquarters, in the historic ECOSOC Chamber of the Secretariat
- The event is co- organized by the Hunger Solutions Institute, FAO, Zero Hunger Challenge, WFP, the Association of Public and Land Grant Universities (APLU) and the Global Partnership Forum
- Hear from international leaders from all walks of life
- University presidents who have agreed to sign the Commitment, students, and leaders involved in the fight against hunger will attend the event

## • HOST A VIEWING EVENT

- Gather your team and petition signers and enjoy the live-stream or recorded webcast of the UNGA from 3:00-5:00 PM (EST)
- Organize a speaker or panel for your event to accompany the webcast

## • BE THERE!

- PUSH Your Way to the UN
  - The top 3 campuses with the most signatures can nominate a student to attend the signing ceremony at the UN. The three students will be reimbursed up to \$1,500 for travel expenses to attend the event.
- Be a Student Delegate
  - Register to be a delegate at [www.pushtosign.org](http://www.pushtosign.org)
  - Space is limited and selection criteria will be posted on the PUSH website. Please visit frequently for updates.



# AND BEYOND

## KEEP PUSHING

After your president signs, stand with him or her until you have a zero hunger campus and have met all of your Commitment goals.

- **ANNUAL WORLD FOOD DAY**

- Hold a WFD event (October 16th) on campus every year
- Partner with groups on campus who helped PUSH

- **PUSH ANNUAL MEETING**

- Establish an annual event to talk about progress with your president and with other student leaders
- Make accountability a priority:
  - What has been accomplished?
  - Who has been involved?
  - Review campus progress with the [Presidents' Commitment Statement](#)

- **STAY CONNECTED**

- Submit your stories, photos, and signatures to: [hsi@auburn.edu](mailto:hsi@auburn.edu)
- Connect to Universities Fighting World Hunger or start your own chapter: [www.universitiesfightingworldhunger.org](http://www.universitiesfightingworldhunger.org)
- Leverage the alliances you've created with other groups
- Continue to hold events together
- Stay up-to-date with our partners.

# THANK YOU TO OUR PARTNERS AND SPONSORS



PRESIDENTS UNITED  
TO SOLVE **HUNGER**

[www.pushtosign.org](http://www.pushtosign.org)