



## HygienePalooza Social Media & Communications Toolkit

Thank you for helping spread the word about HygienePalooza. This toolkit provides resources to share this campaign with your networks.

### *This toolkit includes:*

- An overview of HygienePalooza and why it matters
- Key messages
- Ready-to-use social media posts and an email template
- Graphics and logos

### *Website Links*

- Justice Necessary Website: [justicenecessary.org](https://www.justicenecessary.org)
- HygienePalooza webpage: [justicenecessary.org/hygienepalooza](https://www.justicenecessary.org/hygienepalooza)

### *Justice Necessary Social Media Accounts*

Please tag us on all posts and follow Justice Necessary on social media to like and reshare our content.

- Facebook: <https://www.facebook.com/justisnecessary/>
- LinkedIn: <https://www.linkedin.com/company/justicenecessary>
- Instagram: <https://www.instagram.com/justicenecessary>

### *Campaign Hashtags*

- #HygienePalooza
- #JusticeNecessary



[www.JusticeNecessary.org/HygienePalooza](https://www.JusticeNecessary.org/HygienePalooza)

# Event Overview



For the second year in a row, the Justice Necessary team is hitting the road, traveling across Colorado to bring HygienePalooza to communities throughout the state. HygienePalooza brings people together to address one of the most overlooked barriers students face: access to hygiene essentials.

Programs designed to fight hunger help students put food on the table – but they do not cover the everyday essentials like deodorant, laundry detergent, period products, or shampoo. Justice Necessary is mobilizing people across Colorado to ensure students have what they need to care for themselves, go to school, show up for work, and live healthy lives.

At each event, volunteers come together to assemble hygiene kits that will be distributed to K–12 school, college and university food pantries across Colorado. Join the movement transforming student food pantries into food and hygiene pantries – because health and hygiene should never be out of reach.

## Event Dates & Locations

- Grand Junction | Tuesday, September 15, 2026
- Fort Collins | Wednesday, September 23, 2026
- Pueblo | Friday, October 9, 2026
- Denver | Thursday, November 5, 2026 & Friday, November 6, 2026

## Why HygienePalooza Matters

Federal nutrition assistance programs like SNAP and WIC are vital lifelines for Colorado families. SNAP recipients can buy groceries. They cannot buy shampoo. WIC can provide formula and healthy food. It cannot provide diapers. No student should have to struggle to afford both food and hygiene products. In today's economy, with the cost of everything continuing to rise, families are stretching every dollar just to get by. That gap falls hardest on students.

- 52% of Coloradans have at some point sacrificed buying food to buy hygiene products
- 65% of Coloradans have at some point sacrificed buying hygiene products to buy food
- 80% of students have missed class due to a lack of period products
- 43% of Coloradans know someone who is struggling to afford hygiene products

*[Source: Justice Necessary 2024 Colorado Study on Hygiene Poverty]*

Among those who have received food and hygiene products from agencies, close to half often or always look to access both when visiting an agency, but less than one in ten can reliably do so.

HygienePalooza gives school pantries an opportunity to receive hygiene products for their students, ensuring they have access to the essential products they need to stay focused and confident.



# Key Messages



Here are some sample talking points to use when promoting HygienePalooza with your networks, at events, or in conversations with community members.

## *The Problem*

- SNAP and WIC are critical programs that help families afford food, but they do not cover hygiene products.
- By law, SNAP benefits cannot be used to purchase shampoo, deodorant, laundry detergent, or period products. WIC does not cover diapers.
- As the cost of living rises, families are making impossible choices between food and hygiene essentials.
- Students are showing up to school without basic hygiene products, which impacts their health, confidence and ability to learn.

## *The Solution*

- HygienePalooza mobilizes community volunteers to assemble hygiene kits for K-12 school, college and university food pantries across Colorado.
- By stocking pantries with hygiene products alongside food, we help schools better support the whole student, which also helps their families.
- This is about turning food pantries into food and hygiene pantries because health and hygiene should never be out of reach.

## *The Ask*

- We need volunteers to show up and assemble kits in their city.
- We need partners to share this campaign with their networks.
- We need donors and sponsors to help cover the cost of hygiene products and kit materials.
- We need community leaders and organizations to host hygiene drives and packing parties.



# Sample Social Media Post 1



Please be sure to tag Justice Necessary in your posts.

## Post Copy Sample:

Want to make a real difference for Colorado students this fall? Here's your chance.

Getting hygiene essentials like shampoo, deodorant, and period products into students' hands is something many school food pantries want to do, but they don't have consistent access or resources to make it happen. Justice Necessary is changing that with HygienePalooza, a statewide volunteer event where community members will come together to assemble hygiene kits for K-12 school, college and university food pantries to provide students with the essential hygiene products they need every day.

Save the date and join Justice Necessary in a city near you:

- Grand Junction: Sept. 15
- Fort Collins: Sept. 23
- Pueblo: Oct. 9
- Denver: Nov. 5-6

Volunteer, donate, or spread the word. [justicenecessary.org/hygienepalooza](https://justicenecessary.org/hygienepalooza)

#HygienePalooza #JusticeNecessary

### Graphic Option 1

This graphic features the HygienePalooza! logo at the top. Below it, the text "JOIN THE MOVEMENT" is written in a bold, pink font with yellow starburst accents. The main text reads: "Help Justice Necessary pack one million hygiene products for K-12 school, college and university food pantries across Colorado." To the right of this text is an illustration of a woman with glasses and a red jacket shouting into a megaphone, with a map of Colorado in the background. At the bottom, a pink banner contains the text "FOUR CITIES, HUNDREDS OF VOLUNTEERS, THOUSANDS OF PERIOD PRODUCTS!" and the website URL "JUSTICENECESSARY.ORG/HYGIENEPALOOZA".

[DOWNLOAD GRAPHIC](#)

### Graphic Option 2

This graphic features the HygienePalooza! logo at the top. Below it, the event details are listed in a pink font with yellow starburst accents: "GRAND JUNCTION TUESDAY, SEPTEMBER 15, 2026", "FORT COLLINS WEDNESDAY, SEPTEMBER 23, 2026", "PUEBLO FRIDAY, OCTOBER 9, 2026", and "DENVER THURSDAY, NOVEMBER 5, 2026 | FRIDAY NOVEMBER 6, 2026". At the bottom, there is an illustration of a woman with glasses and a red jacket shouting into a megaphone, with a map of Colorado in the background. A pink banner at the very bottom contains the website URL "JUSTICENECESSARY.ORG/HYGIENEPALOOZA".

[DOWNLOAD GRAPHIC](#)

# Sample Social Media Post 2



Please be sure to tag Justice Necessary in your posts.

## Post Copy Sample:

65% of Coloradans have gone without hygiene products just to afford food. SNAP and WIC help families put food on the table, but they don't cover shampoo, deodorant, or laundry detergent.

Justice Necessary is doing something about it. HygienePalooza is coming to four Colorado cities this fall to assemble hygiene kits for K-12 school, college and university food pantries to provide students with the essential hygiene products they need every day.

Volunteer, donate, or spread the word. Every hygiene kit helps a student show up ready to learn.

- Grand Junction: Sept. 15
- Fort Collins: Sept. 23
- Pueblo: Oct. 9
- Denver: Nov. 5-6

Learn more at [justicenecessary.org/hygienePalooza](https://justicenecessary.org/hygienePalooza)

#HygienePalooza #JusticeNecessary

## Graphic Option 1

65% of Coloradans have gone without hygiene products just to afford food.

**HYGIENE PALOOZA!**  
A Justice Necessary Event

HygienePalooza is helping transform school food pantries into food and hygiene pantries — because no student should miss school or struggle silently because they cannot access basic hygiene essentials.

Join Justice Necessary at HygienePalooza to transform access to basic hygiene.

[JUSTICENECESSARY.ORG/HYGIENEPALOOZA](https://JUSTICENECESSARY.ORG/HYGIENEPALOOZA)

[DOWNLOAD GRAPHIC](#)

## Graphic Option 2

**HYGIENE PALOOZA!**  
A Justice Necessary Event

HELP PACK  
**ONE MILLION**  
HYGIENE PRODUCTS FOR  
K-12 SCHOOL, COLLEGE &  
UNIVERSITY FOOD PANTRIES  
ACROSS COLORADO.

ACCESS TO HYGIENE, JUST IS NECESSARY.

Justice  
NECESSARY™

[www.JusticeNecessary.org/HygienePalooza](https://www.JusticeNecessary.org/HygienePalooza)

[DOWNLOAD GRAPHIC](#)

# Sample Social Media Post 3



Please be sure to tag Justice Necessary in your posts.

## Post Copy Sample:

Here's something most people don't know: SNAP benefits – the ones millions of families depend on for food – cannot legally be used to buy hygiene products. Not shampoo. Not soap. Not deodorant. The safety net has a gap in it, and Colorado students fall through it every day. Justice Necessary is doing something about it.

HygienePalooza is coming to four Colorado cities this fall to assemble hygiene kits for K-12 school, college and university food pantries to provide students with the essential hygiene products they need every day.

- 📍 Grand Junction: Sept. 15
- 📍 Fort Collins: Sept. 23
- 📍 Pueblo: Oct. 9
- 📍 Denver: Nov. 5-6

Volunteer, donate, or spread the word. Every hygiene kit helps a student show up ready to learn.  
[justicenecessary.org/hygienepalooza](http://justicenecessary.org/hygienepalooza) #HygienePalooza #JusticeNecessary

## Graphic Option 1



[DOWNLOAD GRAPHIC](#)

## Graphic Option 2



[DOWNLOAD GRAPHIC](#)

*Use this email template to share HygienePalooza with your email lists, member newsletters, or direct outreach. Customize as needed to match your email format and content.*

## *Email Sample:*

**Subject: HygienePalooza is coming this fall!**

We want to share an opportunity to make a real difference for students in our community this fall. Justice Necessary is bringing HygienePalooza to [CITY] on [DATE] – a community volunteer event where people come together to assemble hygiene kits for local K-12 school, college and university food pantries.

Here's why this matters: SNAP and WIC help families afford food, but they cannot be used to purchase hygiene products. Shampoo, deodorant, laundry detergent, and period products are not covered. As costs rise and budgets get tighter, too many students are going without the basics they need to stay healthy and attend class.

### **Here's how you can help:**

- Volunteer at the event in [CITY] on [DATE] (volunteers work in 2-hour shifts – just bring yourself and your enthusiasm): [justicenecessary.org/hygienepalooza](https://justicenecessary.org/hygienepalooza)
- Donate to help cover the cost of hygiene products.
- Sign up to host a hygiene drive or packing party and Justice Necessary will provide you with the tools you need for a successful event.
- Share this email with someone who would want to get involved
- Follow @JusticeNecessary on social media and help spread the word

This is a great opportunity to give back to your community, meet fellow volunteers and be part of a statewide movement that is making a real difference!

## HygienePalooza Logo



[DOWNLOAD LOGO](#)

## Justice Necessary Logo



[DOWNLOAD LOGO](#)

# Thank you!

If you have questions or need more information, please contact us at [hello@justicenecessary.org](mailto:hello@justicenecessary.org) or visit [www.JusticeNecessary.org/HygienePalooza](http://www.JusticeNecessary.org/HygienePalooza)

