

# Take the SNAP Challenge:

## Raise Awareness of Hunger in Your Community

### Why Participate in the SNAP Challenge?

Could you get the nutrition you need on just \$6 a day? That is the daily reality for more than 40 million people across the country who rely on the Supplemental Nutrition Assistance Program (SNAP).

SNAP is the nation's first line of defense against hunger for people with low incomes. This federal program provides benefits to eligible people to purchase food at grocery stores, supermarkets, farmers' markets, and other SNAP-authorized retailers.

Although the SNAP benefit is vital to the individuals and families who participate, the average SNAP benefit is not enough for most people to have an adequate and healthy diet. The [SNAP Challenge](#) offers a glimpse of the struggle millions of people with low incomes face daily to obtain nutritious food.

By attempting to live on the average SNAP benefit, SNAP Challenge participants find themselves forced to make food shopping choices on a limited budget and learn how difficult it is to avoid hunger, afford nutritious foods, stay healthy, and be focused on work, school, and taking care of family.

### By participating in the SNAP Challenge, you will:

- raise awareness of hunger in your community,
- promote the need to increase SNAP benefits, and
- get the attention of Congress to protect SNAP.

While living on a SNAP budget for a few days cannot come close to the struggles encountered by families wrestling with all of the issues that come with poverty, your participation will help you gain a new perspective, greater understanding, and more compassion.

### Help Build a Nation Free From Hunger

Some in Congress want to cut SNAP benefits by nearly \$30 billion over 10 years. This would only worsen America's hunger crisis. Through your participation in the SNAP Challenge, you can help Congress better understand the critical need to protect and strengthen SNAP so tens of millions of people can better afford the food they need.

Over the years, hundreds of people, including Members of Congress, governors, state officials, journalists, faith leaders, and community leaders, have taken the SNAP Challenge and learned what it is like to try to make ends meet on the average daily SNAP benefit.

## Start the Challenge

- **How long is the SNAP Challenge?** The challenge is set for March 18–20. FRAC recommends grocery shopping on Monday, participating in the challenge from Tuesday through Thursday, and using the weekend to share your experience.
- **How much can challenge participants spend on food?** FRAC recommends using the average SNAP benefit of \$6 per person per day.
- **What can participants buy?** Participants can buy any food and non-alcoholic beverages, except for hot foods, such as hot rotisserie chicken (Hot foods are not permissible purchases with SNAP benefits by federal law).



Register now at [FRAC.org/SNAPChallenge25](https://www.FRAC.org/SNAPChallenge25)

## SNAP Challenge Guidelines

- Visit [FRAC.org/SNAPChallenge25](https://www.FRAC.org/SNAPChallenge25) to register.
- All food purchased and eaten during the challenge, including dining out, must be included in the total spending.
- During the challenge, only eat food that you purchased for the challenge. If you eat food that you already have at home or that is given to you by friends, family, or work, account for it in your SNAP Challenge budget.
- Keep track of receipts for food purchases and take notes/photos/videos of your experiences throughout the week. For example, you can take and share videos while you grocery shop to highlight the difficulty of choosing between food items and settling for the cheaper item, which may not have the nutritional value that you need or are used to.

## Share on Social Media

- Chronicle your journey on video and upload to your social media channels.
- Be sure to use #SNAPChallenge25 and/or #HandsOffSNAP in your posts.
- Write a post and share pictures in your neighborhood groups on Facebook or NextDoor.
- Use your content to jump into relevant discussions.
- Before the challenge begins on Tuesday, March 18, tag your family and friends and invite them to join the #SNAPChallenge25.

## After the Challenge

- Send photos, videos, receipts, and anything that documents your experience taking the SNAP Challenge to [SNAPChallenge@frac.org](https://www.FRAC.org).
- Share your experience with your local media, social circles, and elected officials so that they can work toward creating a stronger SNAP program. Speak to your experience at a city council meeting.
- Join the [FRAC Action Network](https://www.FRAC.org) to connect directly with your Members of Congress and urge them to protect and strengthen SNAP.

## Social Media Examples



### Bluesky

**Could you eat on \$6 a day?**

That's the

reality for millions of people on SNAP. I'm joining @fracposts #SNAPChallenge25 to try to understand what it's like to walk in their shoes. Let's build a nation free from hunger and push for improved SNAP benefits! #HandsOffSNAP



### Facebook

**Meal prep on a budget!**

Today marks Day 1 of the #SNAPChallenge25,

where I'll be living off the average daily SNAP allowance of just \$6 per day. It's not easy. SNAP benefits need to be made more adequate so people can get the nutrition they need. #HandsOffSNAP

### Instagram/Threads



**Challenge accepted!**

For the next week, I'm taking on the #SNAPChallenge25

to see if I can eat on just \$6 a day—the average food benefit for millions of Americans. Follow my journey and let's spread awareness about food insecurity.

### X (Formerly Twitter)



**Think \$6 a day is**

**enough for groceries?**

I am taking @fractweets #SNAPChallenge25

to see what it's like to stretch my budget like millions of people on SNAP. [Learn more here.](#)

## Need Assistance?

FRAC can provide advice on planning your challenge, and can help you reach out to your Members of Congress. Contact FRAC at [SNAPChallenge@FRAC.org](https://www.FRAC.org) for assistance.

## Donate to FRAC

Support FRAC's work advocating for increased SNAP benefits so people struggling to put food on the table have the support they need for an adequate and healthy diet. Visit [FRAC.org/donate](https://www.FRAC.org/donate).

**Register now at [FRAC.org/SNAPChallenge25](https://www.FRAC.org/SNAPChallenge25)**