Put Child Hunger to Bed™

#PJsInPublic Social Media Challenge Tool Kit

FEED THE CHILDREN®

CHALLENGE OVERVIEW

#PJsInPublic Social Media Challenge

Let's turn bedtime into mealtime for kids and their families. Wear PJs. Raise funds for Feed the Children. Make a difference.

#PutChildHungertoBed

Objective

Inspire individuals, families, and communities to raise funds and awareness for childhood hunger through a fun, social, and *slightly embarrassing* challenge: getting friends, neighbors, or coworkers to wear pajamas in public.

Background

Feed the Children is a leading nonprofit committed to ending childhood hunger. Launching this November, Put Child Hunger to Bed is our year-round campaign to rally the public alongside our donors, volunteers, and partners to provide kids with the food and resources that help them rise and thrive every day. We believe no child should go to bed hungry.

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HOW IT WORKS

Timing

April 13th- June 2026

How To Participate

- **Wear your pajamas in an unexpected public place**, such as the gym, the supermarket, an upscale restaurant or a well-known landmark.
- **Record your video or snap a photo.** Tell the camera why you are taking the challenge to end child hunger or include it in your post.
- **Post on Instagram.** Upload the video or a photo and use the hashtag #PutChildHungertoBed.
- **Tag @FeedtheChildrenorg.** This helps Feed the Children see and feature your post.
- **Nominate others to participate within the next 24 hours.** Challenge up to 3 people by tagging them in your post to keep the movement going. Remind them if they opt out, they have to make a donation within 24 hours.
- **Donate to the cause.** Donate to Put Child Hunger To Bed through the Feed the Children fundraising page & include this link in your post. Or make a donation online.
- **Create Teams or Neighborhood Battles.** Groups can create "teams" on the Feed the Children's Tiltify fundraising platform — classrooms, workplaces, book clubs, or families—to spark friendly competition, i.e., Marketing Challenges Sales team at X company to support Feed the Children.

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SOCIAL SHARING TOOLS & MESSAGING

Social Sharing Tools:

Encourage public posts tagging @FeedtheChildrenorg and using the following:

#PutChildHungertoBed

#PJsInPublic

#HelpKidsRiseAndThrive

Need help messaging?

Here are some easy pre-approved captions for you and your nominees! Use these captions, alongside your post wearing your pajamas in public, on Instagram to inspire participation and spread the message.

Direct Call-to-Action Captions

- Yep, I'm in PJs at [location]—because hunger doesn't sleep. Your move, [@friend1], [@friend2], [@friend3]! @FeedtheChildrenorg #PJsInPublic #PutChildHungertoBed#HelpKidsRiseAndThrive
- In PJs at [location] to help @FeedtheChildrenorg #PutChildHungertoBed. Tagging [@friend1], [@friend2], [@friend3]—let's do good together! #PJsInPublic #HelpKidsRiseandThrive
- When you care more about ending child hunger than dress codes. Tag, [@friend1], [@friend2], [@friend3], you're next! @FeedtheChildrenorg #PutChildHungertoBed#PJsInPublic #HelpKidsRiseAndThrive
- PJs In public = action for hungry kids. Join me, [@friend1], [@friend2], [@friend3]! Donate now! #PutChildHungertoBed with @FeedtheChildrenorg #PJsInPublic #HelpKidsRiseAndThrive
- Caught in PJs at [location]—and proud! Teaming up with @FeedtheChildrenorg to #PutChildHungertoBed. Tagging [@friend1], [@friend2], [@friend3]! #PJsInPublic #HelpKidsRiseAndThrive

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SOCIAL SHARING TOOLS & MESSAGING CONTINUED

Lighthearted Captions

- Rocked my PJs in public to support @FeedtheChildrenorg. Nominating [@friend1], [@friend2], [@friend3]—join me! #PJsInPublic #PutChildHungertoBed#HelpKidsRiseAndThrive
- The world doesn't change in one big moment. It changes in small ones—like putting on PJs in public to raise a few dollars for @FeedtheChildrenorg that turn into meals. Donate now! https://bit.ly/3LqyCvl #PutChildHungertoBed #PJsInPublic #HelpKidsRiseAndThrive
- Every child deserves to fall asleep with a full belly and a hopeful heart. I wore my PJs in public to raise funds for @FeedtheChildrenorg & kids who need meals—and you can too. Donate now! https://bit.ly/3LqyCvl #PutChildHungertoBed#PJsInPublic #HelpKidsRiseAndThrive
- Matching pajamas, matching purpose. Join us & @FeedtheChildrenorg in ending child hunger. #PJsInPublic #PutChildHungertoBed#HelpKidsRiseAndThrive

Inspirational/Heartfelt Captions

- Every child deserves to fall asleep with a full belly and a hopeful heart. I wore my PJs in public to raise funds for kids who need meals—and you can too. @FeedtheChildren #PutChildHungertoBed #RaiseForGood
- I wore my pajamas to the park today. Not because I forgot to get dressed—but because I haven't forgotten there are kids going to bed hungry. Join me and @FeedtheChildrenorg. Let's #RaiseForGood and #PutChildHungertoBed together.
- The world doesn't change in one big moment. It changes in small ones—like putting on PJs in public to raise a few dollars that turn into meals with @FeedtheChildrenorg. #PutChildHungertoBed#RaiseForGood

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GROUPS, TEAMS, & WORKPLACE GIVING

To spark friendly competition, we encourage groups such as departments, classrooms, or even sports teams to create a "fundraising team" and participate in the #PJsInPublic Challenge to raise awareness for Put Child Hunger To Bed.

It's Easy. Here's How To Set Up Your Team:

Step 1: Create a "team" on the Feed the Children's Tiltify online fundraising platform Tiltify.com/feedthechildren scroll down to the bottom of the page to select our Put Child Hunger to Bed campaign or go directly to the page here.

Step 2: Then set goal and Tiltify will guide you through the rest!

Sharing The Challenge With Your Team

Here's an e-mail template that you can use to share the Challenge internally:

Subject: Let's Put Child Hunger to Bed—In Our Pajamas!
Hi Team,
We're excited to launch a company-wide initiative in support of Feed the Children's Put Child Hunger to Bed™ campaign—and it's as cozy as it is impactful.

We're joining the #PJsInPublic Challenge, a fun way to raise awareness and funds for children facing hunger. Here's how you can get involved:

- Wear your pajamas to work (or out in public!)
- Snap a photo and post it on Instagram using #PJsInPublic and #PutChildHungertoBed
- Tag @feedthechildreorg, friends or coworkers to keep the challenge going
- Donate or share our campaign link to help feed children and families facing hardship

This is more than a dress-down day—it's a chance to make a real difference. Every post, every donation, and every pajama-wearing teammate helps spread the message.

Ready to join the movement?
[Insert your group's Tiltify team link here]
Let's show up in our PJs and help put child hunger to bed—one outfit at a time.
Warmly,

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GROUPS, TEAMS, & WORKPLACE GIVING

Weekly Themes

Feed The Children will be leveraging its social media channels to promote the Challenge, featuring different themes each week:

- Slippers in the Supermarket Week
- Rest in a Retailer!
- Comfiest PJs
- Festive Flannel Friday
- Holiday Pajama Parade (video montage challenge)
- Don't be a spring chicken—join Put Child Hunger To Bed

Group/Team Engagement Captions

- Our whole office is in pajamas today—and it's not a sleepover. We're helping @FeedTheChildrenorg #PutChildHungertoBed. Join the challenge https://bit.ly/3LqyCvI . Create your team, raise funds, wear PJs! #PJsInPublic #HelpKidsRiseAndThrive

- Department vs. Department. Flannel vs. Footies. We're making it fun, but the mission is serious. Help us fundraise for @FeedtheChildrenorg to feed kids in need. #PutChildHungertoBed#PJsInPublic #HelpKidsRiseAndThrive

- Who wore it best? Our team is battling it out in PJs—all for a great cause. We're raising funds for @FeedTheChildrenorg so no child goes to bed hungry. Think you can out-raise or out-style us? Game on. #PutChildHungertoBed #PJsInPublic #HelpKidsRiseAndThrive

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Children of the world say

THANK YOU!

We appreciate your partnership and commitment to ending child hunger globally.

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