



# MARKETING RESOURCES GUIDE

*Helping You Help Them, All Summer Long!*

## Make it Accessible!



**Extend** meal service for easier access

**Partner** with food banks to help with community outreach

**Host** themed events to draw attention to meal service

**Move** to a playground or courtyard for more visibility and interest

**Streamline** your service lines to speed it up

**Establish** other serving sites with local community-based partners

**Offer** occasional hot meals, like Friday pizza or walking tacos.

## Spread the News! Sample scripts on the next page!

**Social media** and PSAs are powerful ways to inform students and families

**Local help** is available from anti-hunger organizations, public officials and pediatricians

**Monthly themed events** can keep you in the spotlight

**Live demos** get attention! Recruit school chefs or administrators to prepare a featured menu item on a social video platform

**Offer food vendors** opportunities to distribute free promo items to drive traffic to your meal service

**Post digital banner ads** on learning platforms and district websites



## Adapt to Change!

**Heat up Summer** with a hot item or hot chocolate milk to complement the cold menu choices

**Innovative packaging** like Bento boxes, walking tacos or build-your-own kits keep students engaged with meals

**Bring menus to life** with photos, videos or TikTok posts about featured foods

**Create visual instruction pages** so staff can serve meals easily and follow best safety practices



AMERICAN DAIRY ASSOCIATION NORTH EAST