



# MARKETING RESOURCES GUIDE

## *Tips to Promote your Summer Meals Program*

### **Make sure your community knows about you!**

The more students and families who know about your Summer Meals program, the better! So use every opportunity to tell them.

- **Hang posters in your cafeteria** before school ends for summer
- **Talk to students** in assembly about summer feeding locations, menus and planned activities
- **Ask teachers**, school nurses and guidance counselors to spread awareness
- **Send home flyers** and fact sheets to parents
- **Give your program a catchy name** and promote the foods to be served
- **Ask school administrators** if you can include a reminder on the agenda of PTA meetings
- **Work with managers** of recreation sites, community leaders or houses of worship to distribute flyers and spread the word
- **Write a press release** for local media
- **Reach out to local newspapers**, TV stations, blog writers and others. Your district communications office may be able to help.
- **Hang posters in nearby laundromats**, medical clinics, grocery stores, coffee shops, community pools, playgrounds, etc.

Contact us to learn more: [schools@milk4u.org](mailto:schools@milk4u.org)



AMERICAN DAIRY  
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