



MARKETING RESOURCES GUIDE

Helping You Feed Them, All Summer Long!

Make it Accessible!



Extend meal service for easier access.

Host themed events to draw attention to meal service.

Partner with food banks and other local hunger advocacy organizations to increase awareness of meal availability.

Invite local farms and other food suppliers to participate in a Farmers Market-like event hosted by your program for students and families to access locally sourced farm fresh food items.

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.

Advertise Summer Meal programs on your May and June breakfast and lunch menus.

Use the USDA! Your area's Food and Nutrition Service (FNS) Regional Office is ready to help. [Click here to explore their resources.](#)



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.



Hunger Fact: A recent survey showed **68%** of families are interested in Summer Meals programs but only **40%** of families are aware of locations.* Use every opportunity to increase awareness in your community.

*National Summer Meals Survey/No Kid Hungry

Be sure to check with your State Agency before implementing any changes to your program.



AMERICAN DAIRY ASSOCIATION NORTH