



# MARKETING RESOURCES GUIDE

## *Tips to Promote your Summer Meals Program*

### **Make sure your community knows where to find locations!**

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

Thanks to our friends at **No Kid Hungry**, families can text the word FOOD to 304-304 to find nearby Summer Meals programs.

Calling the USDA Hotline at 1-866-348-6479 is another easy way to find free summer meals programs nearby.

- **Hang posters in your cafeteria** before school ends for summer.
- **Talk to students** in assembly about summer feeding locations, menus and planned activities.
- **Engage teachers**, school nurses, coaches and guidance counselors by recruiting them to spread awareness.
- **Send home flyers** and fact sheets to parents with final report cards or end-of-year communications.
- **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)



**Get in touch** with the USDA's Food and Nutrition Service (FNS) regional office. The FNS is prepared to help incorporate farm to summer principles in Summer Meals programs.



AMERICAN DAIRY  
ASSOCIATION  
NORTH  
EAST