



Sponsor Outreach

As a sponsor, your most important outreach responsibility is to get children to participate. And the more people know about your Summer Meal Program, the more children will participate.

Go to [Resources](#).

Highlight Your Program

- Contact schools and afterschool programs in your community and ask them to work with you. They can become sites. They can also inform families about the locations of your sites. Schools are required to cooperate with you, to the maximum extent practicable, to distribute materials informing families of the availability and location of Summer Meal Programs.
- Publicize location and meal times through your local 2-1-1 hotline to help families find your Summer Meal sites. To find the 2-1-1 call centers in your State, go to: <http://www.211.org>
- Share USDA's free public service announcements (PSAs) with your local radio stations. PSAs provide free advertising for your sites. PSAs in English and Spanish are available for you to use at: <http://www.fns.usda.gov/sfsp/raise-awareness>
- Use USDA resources, including flyers and door hangers to advertise your sites. They are available for you to download and customize at: <http://www.fns.usda.gov/sfsp/summer-meals-toolkit-communication-strategy-and-resources>
- Distribute banners to all your Summer Meal sites and display them in strategic locations to best publicize to the community that your sites are open.



05/20/16

Summer Meals Toolkit

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- Ask elected leaders in your community and State to highlight your Summer Meal Program in their newsletters and media. This will give you free press and ensure that more families know Summer Meals are available for their children. Tips on how local and State leaders can become more involved are available at: <http://www.fns.usda.gov/sfsp/summer-meals-toolkit-communication-strategy-and-resources>

- Host kick-off events to introduce your summer Meal Program to families and showcase program activities to the children. Plan additional events during the summer to keep interest in the Program high and children excited about your program. For more information, see: <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Events.pdf>

- Coordinate with other local agencies and organizations interested in the health and safety of children. Creative and innovative partnerships can result in new advertising resources and sources of funding. For more tips on developing partnerships in your community, see: <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Coalitions.pdf>

- Maximize participation by ensuring that open sites are truly open to all children in the community.
 - If your Program enrolls children for activities, ensure that your meal service is open and publicized in the community so that children can come only for the meals if they so choose.
 - If your Program charges activity fees, ensure that children in the community have access to the free meal service.
 - Explain your Program to tenants, security staff, and other clients of the facilities where your sites are located, so they can direct children to the areas where meals are served.





Keep Them Coming Back!

- Offer activities at the meal sites to keep children engaged and excited to come back. Get creative!
- At each meal service, announce to children the time and location of the next available meal service. Have a “bring-a-buddy” program at your sites. Tell children in attendance that they will be recognized if they bring a friend with them the next day.
- Ask the children at your sites how they like their meal. Adjust menus to serve more popular meals to keep the kids coming back. For tips on serving nutritious Summer Meals, see:
<http://www.fns.usda.gov/sites/default/files/sfsp/SMT-MealServiceBestPractices.pdf>
- Engage parents and grandparents. Inform them about the meals and the enrichment that children receive at your sites. Invite them to volunteer or to help promote summer meals to their neighbors. Recruit more volunteers through United We Serve or AmeriCorps Vista.
<http://www.serve.gov/site-page/help-end-hunger>
<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps-vista>

Preserve the Integrity of Your Summer Meal Program

- Provide appropriate training to supervisory staff and volunteers to ensure SFSP requirements are understood. Be sure everyone understands that all children who come to your open sites have equal access to services and facilities. The *Site Supervisor's Guide* is available in English and Spanish at:
http://www.fns.usda.gov/sites/default/files/sfsp/Site_Supervs_Guide.pdf
http://www.fns.usda.gov/sites/default/files/sfsp/SP-Site_Supervs_Guide.pdf
- Make sure you monitor all your sites throughout the summer. The *Monitor's Guide* is available at:
<http://www.fns.usda.gov/sites/default/files/MonitorsGuide.pdf>





- Regularly confirm that all site staff and volunteers understand the proper way to conduct point-of-service meal counts. Other tips on meal service operations are available at:
<http://www.fns.usda.gov/sfsp/summer-meals-toolkit-summer-meal-sponsors>

Resources

Food Research and Action Center

- *Summer Nutrition Toolkit*
<http://frac.org/federal-foodnutrition-programs/summer-programs/simplified-summer-toolkit/>
- *Outreach Tips to Increase Participation in the Summer Nutrition Programs*
http://frac.org/wp-content/uploads/2010/04/sfsp_outreach_tips.pdf

Share Our Strength

- *Sodexo Foundation Stop Hunger Foundation Summer Meals Outreach Toolkit*
<http://bestpractices.nokidhungry.org/summer-meals/sodexo-summer-meals-outreach-toolkit>
- *No Kid Hungry Summer Collaborative Planning Toolkit*
<http://bestpractices.nokidhungry.org/no-kid-hungry-summer-collaborative-planning-toolkit>

For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and achievable for your Program. For additional questions, sponsors and the general public should contact their State agency for help. State agencies should contact their Food and Nutrition Service (FNS) Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm>

USDA and its recipient institutions share responsibility for compliance and oversight to ensure good stewardship of Federal funds.



