



Site Promotion Tips for Sponsors

Getting the word out to families about Summer Meals is a key factor to ensure that children have access to good nutrition this summer! This toolkit page provides innovative tools and resources for sponsors looking for creative ways to promote their Summer Meal sites.

Go to [USDA and Partner Resources](#).

Did You See It On the Map?

All Summer Meal site information on the Food and Nutrition Service (FNS) mapping tools is based on data from your State agencies. Learn more about using FNS mapping tools to enhance your outreach efforts.

<http://www.fns.usda.gov/sfsp/mapping-tools-summer-meal-programs>

National Hunger Hotline

An invaluable resource for families seeking food assistance, the National Hunger Hotline delivers information about open Summer Meal sites. The Hotline, operated by the New York City Coalition Against Hunger (NYCCA), shares information about food assistance resources that State agencies and organizations provide to FNS.

Individuals and families seeking food assistance can call 1-866-3-HUNGRY or 1-877-8-HAMBRE, from 8:00 AM to 8:00 PM EST, to speak with a Hotline representative who will guide them to local food resources, including Summer Meal sites.

FNS Summer Meal Site Finder

Another terrific tool for families is the FNS Summer Meal Site Finder. This web-based site locator is available online to anyone looking for a Summer Meal site for children. Families may visit the site locator, any time after May 15, to access the updated map and find Summer Meal sites in their neighborhood.

<http://www.fns.usda.gov/summerfoodrocks>





FNS Promotional Materials

Effective site promotion involves a variety of platforms, including social media, websites, and texting. FNS also has print and media resources available to reach families and communities through traditional forms of outreach.

- Download and customize flyers, bookmarks, postcards, and more, in both English and Spanish, to let families know about the availability of summer meals and how to find meal locations near them.
<http://www.fns.usda.gov/sfsp/raise-awareness>
- Share USDA's free public service announcements (PSA) with your local radio and television stations. PSAs provide free advertising for sites.
<http://www.fns.usda.gov/sfsp/raise-awareness>
- Use the *Summer Meals Toolkit: Communication Strategy and Resources* Offers to find tips on media outreach, branding and story pitching. There are materials and sample letters to engage community leaders in your site promotion efforts.
<http://www.fns.usda.gov/sfsp/summer-meals-toolkit-communication-strategy-and-resources>
- Host events to promote Summer Meals. Well-advertised, family-friendly events are great ways for sponsors to promote meal service sites.
<http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Events.pdf>
- Look for additional tips from the *Make Your Summer Meals Site the Talk of the Town* webinar.
<https://www.youtube.com/watch?v=wLRvZkV20Ho&list=PLBccton6gOdrMM068BqMhIBuk-XI2AhFq&feature=share&index=8>





Share Our Strength Texting Campaign

Texting provides convenient, real-time access to local site information. Using the No Kid Hungry free texting service, families may text "Food" to 877-877 to receive a text back with information about Summer Meal sites in their neighborhood. The texting service also provides information about how to find other food resources in the area. Share Our Strength, a USDA partner organization, welcomes and encourages Summer Meal sponsors to include information about the texting service in their outreach materials.

USDA Resources

Capacity Builder

<http://www.fns.usda.gov/capacitybuilder>

Area Eligibility Mapper

<http://www.fns.usda.gov/areaeligibility>

Rural Designation Tool

<http://www.fns.usda.gov/rural-designation>

FNS Summer Meal Site Finder

<http://www.fns.usda.gov/summerfoodrocks>

Summer Meals Toolkit: Communication Strategy and Resources

<http://www.fns.usda.gov/sfsp/summer-meals-toolkit-communication-strategy-and-resources>

Summer Meals Toolkit: Sponsor Outreach Responsibilities

http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Sponsor_Outreach.pdf

Make Your Summer Meals Site the Talk of the Town

<https://www.youtube.com/watch?v=wLRvZkV20Ho&list=PLBccton6gOdrMM068BgMhIBuk-XI2AhFq&feature=share&index=8>



Summer Meals Toolkit

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Partner Organizations Resources

Food Research and Action Center

Summer Meals Matter Webinar Recordings

<http://frac.org/webinar-and-conference-call-recordings/>

Share Our Strength

Sodexo Foundation Summer Meals Outreach Toolkit

<http://bestpractices.nokidhungry.org/summer-meals/sodexo-summer-meals-outreach-toolkit>

Developing a Communications Strategy for Summer Meals

<http://bestpractices.nokidhungry.org/sites/default/files/resources/Communications%20Strategy%20for%202015%20Summer%20Meals%20Template.pdf>

For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and compatible with your Program. Sponsors and the general public should contact the appropriate State agency for additional guidance. State agencies should contact their FNS Regional Office for additional guidance.

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>

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