



## Site Promotion Tips for States

Getting the word out to families about Summer Meals is a key factor to ensure that children have access to good nutrition this summer! Here are innovative tools and resources for State agencies to promote Summer Meal sites.

Go to [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 State agency data. Learn more about using FNS mapping tools to enhance your State's outreach efforts.

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

### 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>



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### Summer Meals Toolkit

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- 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 State and community leaders in your site promotion efforts.  
<http://www.fns.usda.gov/sfsp/summer-meals-toolkit-communication-strategy-and-resources>
- Encourage partners and sponsors to host events to promote Summer Meals. Well-advertised, family-friendly events are great ways for sponsors to promote their sites.  
<http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Events.pdf>

## 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.

## Resources

### USDA

- *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*  
<http://www.fns.usda.gov/sfsp/summer-meals-toolkit>
- *Make Your Summer Meals Site the Talk of the Town*  
<https://www.youtube.com/watch?v=wLRvZkV20Ho&list=PLBccton6gOdrMM068BgMhIBuk-Xl2AhFq&feature=share&index=8>

### **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 achievable for your Program. For additional questions, sponsors and the general public should contact their State agency for help. State agencies should contact their 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>

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