



MARKETING RESOURCES GUIDE

Helping You Feed Children, 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.

Team Up with local libraries and/or youth centers to schedule events around meal pickup times.

Move to a playground for more visibility and interest.

Streamline your service lines to speed it up.

Establish other serving sites with local community 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 get attention.

Live demos are popular! 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.

USDA has a suite of tools – called “SUN Programs” – to support summer nutrition for children. Click the links to explore their Summer Nutrition Programs [Fact Sheet](#), [Style Guide](#) and [Brand Guidelines](#).



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.



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