



BREAK for a PLATE
SUMMER

HOW TO HOST A RALLY TO KICK OFF YOUR SUMMER MEAL PROGRAM





GUIDE FOR A SUCCESSFUL KICKOFF

WHAT YOU GET IN THIS GUIDE

Break for a Plate Summer is the fastest growing summer meal program in the nation. This guide gives you the tools to build on that momentum and enthusiasm. As a fun, community-based program that benefits kids, Break for a Plate Summer lends itself to a kickoff event that's creative, engaging, and exciting!

For additional assistance or if you have questions, please contact Child Nutrition Programs at 334-694-4659 or email sfsp@alsde.edu.

THEME

We encourage you to develop your own theme, but here are some suggestions to get the ideas flowing:

SUMMER - related—beach, vacation, water sports, beat the heat

COMMUNITY - specific—high school sports team, local claim to fame/attraction

FOODS - favorite foods, importance of nutrition

SPEAKERS

Add some extra interest by featuring as your speaker:

GOVERNOR (https://contact.governor.alabama.gov/contact_appearance.aspx)

STATE REPRESENTATIVES (Senate, Congress, etc.)

ALABAMA STATE DEPARTMENT OF REPRESENTATIVES COACHES
(Team Sports, Band, Academic, etc.)

LOCAL CELEBRITIES

USDA REGIONAL AND STATE REPRESENTATIVES

SPECIAL GUESTS

Your event will be more relevant and newsworthy when attended by those with a special connection to child nutrition, your community, etc. (including many of the above, even if they do not have a speaking role):

LOCAL OR STATE REPRESENTATIVES OF ANY GOVERNMENTAL AGENCIES

CIVIC AND BUSINESS LEADERS FROM THE AREA

LOCAL AND STATE BOARD OF EDUCATION MEMBERS

LENGTH OF EVENT

1 hour or less is recommended, not including setup/breakdown



PRE-KICKOFF COMMUNICATIONS/PUBLICITY

It's important to get the word out ahead of time, and often. Of course, you'll want to put out signs promoting the event around your local area—including at schools, churches and libraries. Contact your local radio/TV stations and newspapers, not only about running public service announcements (PSAs) or press pieces but about interviewing local Break for a Plate Summer representatives, sponsors, and recipients.

Resources can be found at breakforaplate.com/summer/resources and below, with some of the tools you can use to publicize your kickoff event (click the links to access):

[PRESS RELEASE TEMPLATE](#)

["TALKING POINTS" list to send to media outlets](#)

[CUSTOMIZABLE FLYER](#)

[CUSTOMIZABLE RADIO PSA SCRIPT](#)

[CUSTOMIZABLE PRINT ADS](#)

[PROMOTIONAL YARD SIGNS](#)

SAMPLE KICKOFF AGENDA

WELCOME/INTRODUCTIONS (5-10 minutes) – Thank attendees, welcome special guests/speaker(s), briefly recap Break for a Plate's success in previous years (both locally in the community and statewide)

BREAK FOR A PLATE SUMMER VIDEO (3 minutes)

INTRODUCE/EXPLAIN THEME FOR EVENT (5 minutes)

SPEAKER INTRODUCTION/PRESENTATION (5-10 minutes)

CALL TO ACTION (5 minutes) – Invite attendees to have their children participate in Break for a Plate Summer, provide sponsorship information to those wishing to host meals next summer

GIVEAWAYS - Your ability to hand out something to attendees gives them a literal "takeaway", and more likely to remember and even act on your call to participate in Break for a Plate Summer

To request giveaway items, contact the Alabama State Department of Education at SFSP@alsde.edu

SAMPLES ENCLOSED IN THIS DOCUMENT

AGENDA, INVITATION, PRESS RELEASE





EVENT AGENDA*

WELCOME

Local Child Nutrition Programs (CNP) Representative

PRAYER/PLEDGE/ NATIONAL ANTHEM

Local student and/or choral group

BREAK FOR A PLATE SUMMER VIDEO SPEAKERS/PRESENTATION

Local ALSDE Child Nutrition Programs Representative

Local Superintendent or Representative

ALSDE Superintendent or Representative

Local Celebrity/Coach

*Engage children in presentation; gear toward children to become healthier mentally and physically

CLOSE

Local Band or Choral Group

*Utilize local children groups to sing, play instruments, dance, cheer, etc.

RECOGNIZE PARTICIPANTS AND HONORED GUESTS

John Doe

Jane Doe

SPECIAL ANNOUNCEMENTS

List any special announcements such as meet and greet or refreshments to be served.

*this is a sample to be considered as suggested items for the day of your event



**PRESS RELEASE
FOR IMMEDIATE RELEASE
[DATE]**



BREAK for a PLATE
SUMMER

CONTACT: [COMMUNITY LEADER/SPONSOR], [PHONE] [EMAIL]

**[COMMUNITY NAME] KICKS OFF ANNUAL
ALABAMA SUMMER FOOD SERVICE PROGRAM**

MONTGOMERY, AL—[COMMUNITY NAME], in conjunction with the Alabama State Department of Education (ALSDE) will host a Break for a Plate Summer kickoff event for its annual Summer Food Service Program, [DATE]. The rally will take place at [TIME] at [LOCATION].

This year's theme is [NAME OF THEME]. Speaking at the kickoff will be [SPEAKER NAME(S)], [TITLE(S)]. Scheduled special guests in attendance include [NAMES OF SPECIAL GUESTS].

Each summer across Alabama, millions of meals are served to children and teens at risk of hunger at more than a thousand sponsor sites. The ALSDE's Child Nutrition Program aims for even more participants this year at sites in [COMMUNITY NAME], including both the number of children and teens receiving meals as well as the number of sponsors providing those meals.

While Alabama's Break for a Plate Summer has outpaced the growth of similar programs in other states, there remains a critical need for sponsors, particularly in rural areas where children and teens often live further from school.

For more information concerning the kickoff rally, call [LOCAL NUMBER]. To learn more about Break for a Plate Summer or the other Child Nutrition Programs, call 334-694-4659. Details can also be found at www.BreakforaPlate.com/summer.

ABOUT BREAK FOR A PLATE SUMMER

Break for a Plate Summer, Alabama's summer food service program, provides two nutritious meals every day to all children and teens up to 18 years of age during the summer months, regardless of household income. A joint effort of the Alabama State Department of Education and the USDA, Break for a Plate Summer served serving a record 3 million meals to children in 2018. Visit www.breakforaplate.com/summer, or call 211 today for more information.

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***SAMPLE INVITATION**



BREAK for a PLATE
SUMMER

**PLEASE JOIN US FOR THE
SUMMER FOOD SERVICE PROGRAM**

Break for a Plate Summer Rally

HOSTED BY:
DATE & TIME:
PLACE:
ADDRESS:

Let's come together and celebrate
the summer meal program and
why we need you involved!



BreakForaPlate.com/Summer



BREAK FOR A PLATE SUMMER TALKING POINTS MEDIA INTERVIEWS

WHAT IS BREAK FOR A PLATE SUMMER?

- Free summer meals for all Alabama children
- Children up to 18 years of age can enjoy two meals a day
- Administered by Alabama State Department of Education
- Funded by Alabama State Department of Education and USDA

A RAPIDLY GROWING SUCCESS

- Millions of meals served to children and teens at risk of hunger
- Sponsor locations throughout the state
- Since program started in 2012, drastic increase in sponsor and child participation

HOW IT WORKS

- Program only operates when school is not in session
- Reimbursement program based on meals served
- Location Finder lists sites in your community offering free meals to children

LEARN MORE ABOUT BREAK FOR A PLATE SUMMER

- Call (334) 242-8249 or 211
- Visit www.BreakforaPlate.com/summer

