



MARKETING RESOURCES GUIDE

Tips to Promote your Summer Meals Program

Make sure your community knows where to find locations!

The more students and families who know about your Summer Meals program, the better! Use every opportunity to tell them.

Thanks to our friends at **No Kid Hungry**, families can text the word FOOD to 304-304 to find nearby Summer Meals programs. [Click here](#) to help families find Summer Meal sites.

Calling the USDA Hotline at 1-866-348-6479 is another easy way to find free summer meals programs nearby.

- **Hang posters in your cafeteria**
- **Talk to students** in groups.
- **Recruit teachers**, school nurses, coaches and guidance counselors to spread awareness.
- **Send home flyers** and fact sheets to parents.
- **Give your program a catchy name.**
- **Include a reminder** on the agenda of PTA meetings.
- **Work with** recreation sites, community leaders or houses of worship to spread the word.
- **Write a press release** for local media.
- **Reach out to local newspapers**, TV stations, blog writers and others.
- **Hang posters in nearby public locations**
- **Offer incentives/prize** to students who bring a friend who is new to Summer Meals.

Contact us to learn more: schools@milk4u.org



Get in touch with the USDA's Food and Nutrition Service (FNS) regional office. The FNS is prepared to help incorporate farm to school principles in Summer Meals programs.



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