



## Summer Meals 2019: Build Awareness Around Ending Summer Hunger

Summer meals only reach a fraction of children who may need them. One of the biggest barriers? Public awareness.

In this toolkit you'll find ideas and resources for promoting summer meals and the summer text line while also building brand awareness and adding to the drumbeat story of summer meals as a solution to childhood hunger.

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### KEY DATES

- ❖ **May 20-24<sup>th</sup>**  
Media hook week: Start press outreach re: summer meals
- ❖ **May 23<sup>rd</sup> @ 2:00pm**  
Webinar: [Leveraging User Insights to Enhance Summer Meals Programs](#)
- ❖ **June 13<sup>th</sup> @ 2:00pm**  
Webinar: Engage Community Leaders to Strengthen Your Summer Meals Program
- ❖ **June 17<sup>th</sup>-21<sup>st</sup>:**  
No Kid Hungry's #ShareSummer Action Week
- ❖ **June 17<sup>th</sup>:**  
Summer Hero Contest launch
- ❖ **August 7<sup>th</sup>:**  
No Kid Hungry Summer Heroes announced

# 7 Ways to Get the Word Out About Summer Meals

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Increase summer participation by maximizing outreach and leveraging your network to help spread the word. Here are some tactics to consider:

## Engage Reporters/Press:

1. Promote summer meals grants: Target hyper-local press with press releases and send “congrats!” tweets out to celebrate grants.
2. Media drops: Sends facts, story ideas and fun, visual assets to local newsrooms.
3. Summer Hero Contest: Hold a contest to celebrate summer meals heroes in your local community.

## Leverage Social Media:

4. Language & Graphics: Share summer meals information and photos on your social media channels.

## Support Community Outreach:

5. Flyers in community spaces: Print flyers and hang them in places that families typically visit like SNAP/WIC offices, corner stores, libraries and rec centers.
6. Radio and TV PSAs: Have a local elected official or influencer record a PSA about summer meals and the text line to air on radio, television or in-school announcements.
7. Kick off and Spike events: Host a kick-off or spike event to promote summer meals and engage sponsors, partners, families and the community.

# Engage Reporters/Press

Engaging media is a great way to build brand awareness and add to the drumbeat story of summer meals as a solution to childhood hunger. Here are some relatively low-lift ways to showcase how No Kid Hungry and our partners are making an impact locally.

## 5 simple ways to engage the press:

1. [Promote local summer grants](#)
2. [Send media drops to local broadcast stations](#)
3. [Hold a Summer Hero Contest](#)
4. [Ask local reporters to take a photo holding this sign and share it on social media](#)
5. Invite reporters to summer kick-off or spike events

## Chesapeake pastor honored as 2018 Summer Meals Hero

POSTED 5:27 PM, AUGUST 25, 2018, BY NICK BOYKIN, UPDATED AT 02:56AM, AUGUST 26, 2018



CHESAPEAKE, Va. — With one and seven children facing hunger in the City of Chesapeake, a pastor from the Church at Hampton Roads is being honored for her work to feed those in her community.

Rev. Sarah Brown was honored recently, along with four others across the United States, as a 2018 No Kid Hungry Summer Meals Hero.

Along with being a lead pastor with her husband Joel Brown, Sarah Brown runs the No Kid Hungry



### Resources:

- [Get local press through grant announcements:](#) A step-by-step guide to using local grant releases to get media coverage.
- [Summer meals press release template :](#) Customize and send to local print and broadcast media.
- [Get local newsrooms talking about summer meals:](#) Everything you need to know to organize a broadcast media drop.

*Summer backgrounders you can share with press:*

- [Summer Meals One-pager](#)
- [Overview of the Summer Text Line](#)

## No Kid Hungry 2019 Summer Meals Hero Contest

During No Kid Hungry's Share Summer Action Week June 17-21, we'll be kicking off our national summer meals hero contest. Help us celebrate the everyday heroes who make summer possible for kids all across the country by nominating someone from your community!

[Read about last year's Summer Meals Heroes](#)  
[Host your own Summer Meals Hero Contest](#)

# Harnessing Social Media

Social media is a great way to reach kids and families with information about summer meals sites near them. Here are some ways you can leverage social media yourself and engage local influencers (think: mayors, college athletes, radio personalities, etc.) to get the word out to their followers.

## 5 simple ways to use social media to #ShareSummer:

1. Celebrate local heroes: Give a shout out to summer meals site staff who are going above and beyond in your community
2. Post photos of local elected officials and other VIPs visiting summer meals sites
3. [Share this PSA about summer meals and the summer text line](#)
4. [Ask your followers to print this flyer and hang it in libraries, rec centers and stores](#)
5. [Send sample tweets to local influencers and ask them to share with their followers](#)



## Sample Tweets:

- Find a #SummerMeals site near you by simply texting FOOD or COMIDA to 877-877. Simple as that. #NoKidHungry
- Summertime should be about food, friends & fun. That's why finding #SummerMeals in your community is easy - just text FOOD to 877-877!
- [More template Facebook and Twitter posts here!](#)



Click to download images to use on [social media](#).

## Coming soon!

**No Kid Hungry #ShareSummer Social Media Toolkit!** In May, we'll have a comprehensive online social media toolkit with even more resources to #ShareSummer across all of your social media channels.

# Support Community Outreach

The best place to advertise summer meals sites is places kids and parents go regularly. Work with local businesses and community organizations to get information about summer meals sites and the text line to families in your community.

## 5 simple ways to support community outreach:

1. [Ask local influencers to record radio and TV PSAs](#)
2. [Give your local SNAP/WIC office summer text line business cards to distribute](#)
3. [Have volunteers hang flyers in local community sites](#)
4. [Ask your local library to hand out book marks](#)
5. [Host a kick-off or spike event to engage sponsors and the community](#)



### Resources:

- [Summer outreach toolkit](#): Flyers, posters, yard signs and other customizable materials to get the word out about summer meals. Available in both Spanish and English!
- Short videos about summer hunger and the importance of summer meals: "[Where Do Kids Eat When School is Out?](#)" and "[Summer Meals Lift Up Communities.](#)"
- [Summer-themed photos](#) to populate 1-pagers, Facebook feeds, websites and banners.
- [Sample script for radio and TV PSAs](#)
- [Tips and resources for hosting a summer kick-off event](#)

### Coming soon!

**No Kid Hungry Share Summer Volunteer Action Kit!** Easy to use resources to share summer with kids in your community.

## About No Kid Hungry's Share Summer

Share Summer is the national summer meals initiative No Kid Hungry developed to bring awareness and increase access to summer meals for kids. It will launch during No Kid Hungry's Summer Action Week June 17-21<sup>st</sup> and run through the end of July.

**The Message:** For kids who rely on school meals school, summer can be the hungriest time of year. Let's share summer with them.

### Where you might see it:

- On No Kid Hungry's social media channels
- Through national television and radio partnerships
- On mobile billboards in 10 states
- Local activations at summer meals events in 5 markets

### How you can get involved:

- **Social Media:** We will provide a digital social media toolkit with graphics and sample language you can customize and use to #ShareSummer with the kids in your community.
- **Nominate a summer hero!** During Summer Action Week we'll be launching our national summer meals hero contest – We encourage you to nominate someone from your local community who is going above and beyond to connect kids with summer meals. The winners will receive national recognition and great prizes from No Kid Hungry!

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### About No Kid Hungry

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

*Thank you to Arby's Foundation for their ongoing support of No Kid Hungry's initiatives to strengthen and grow the summer meals program.*