



Summer Feeding: 15 Tips to Get the Word Out

1. Send home a flyer about your summer program with students' third and fourth quarter report cards.
2. Reach out to your local newspaper, TV stations, blogs, and other outlets. Ask your district's communications office if they'd be willing to help with media outreach.
3. Hang posters in locations where low-income parents might stop by – payday loan centers, laundromats, free medical clinics, grocery stores, dollar stores, etc.
4. Hang posters in places where kids hang out during the summer, like the community pool or playground.
5. Contact local utility companies to ask if you can include a flyer or handout in the mailed utility bills in your area.
6. Ask local apartment property managers if they wouldn't mind hanging a flyer or poster in the apartment buildings in your district.
7. Send [SNA's Backpack Brochure](#) home with the kids as the end of the school year approaches.
8. Use Share Our Strength's handouts too – they're available in both [English](#) and [Spanish](#).
9. Cross-promote with your local Department of Health & Human Services.



10. Make sure your feeding site is listed with the [National Hunger Clearinghouse](#). Their hotline connects struggling families to local food assistance programs.
11. Create doorhanger flyers and leave them on doors in local neighborhoods.
12. Contact your state agency and ask if there are ways they can help you spread the word in your school district.
13. Ask local organizations if they'd be willing to help distribute flyers/information. Consider food banks, nonprofits, churches, youth groups, the YMCA, etc.
14. Ask administrators at your school if you can include a reminder about summer feeding in the agenda for PTA meetings.
15. Organize a raffle or prize drawing at your feeding site – older kids and teens may be likely to tell their friends about it.

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