



SUMMER MEALS PROGRAM

Resources to Help You Help Them!

School Nutrition Champions

Dear School Nutrition Director,

Thank you for your unconditional support to our nation's children. As the summer approaches, we want to continue to support you in your efforts to provide meals to your students and community.

The American Dairy Association North East has developed a selection of promotional materials in this user-friendly toolkit. The entire **Summer Meals Toolkit** is presented online in a convenient magazine-style format at www.nutritionconnection.org. You can easily download all of it at once, or select individual items to download, including:

- **Successful Strategies to Increase Meal Participation**
- **Fun "Theme Day" Ideas for June, July and August**
- **A Library of Great Recipes**
- **Successful Practice Tips**
- **Tools to Promote Program Awareness:**
 - **Parent/Guardian Sample Letter** (*ask your principals to send it*)
This sample letter informs families of availability and locations for summer meals in their community. **Your principals can copy and paste the message onto school letterhead**, customize however they prefer, and send whenever they disseminate important information.
 - **Administrator Letter** (*for you to send to Principals and Superintendents*)
This sample letter will help you gain administrator support to promote summer meals and assist with increasing meal participation. **It's ready for you to copy and paste onto district letterhead, and customize however you like.**
 - **Public Service Announcements** – Sample scripts to help spread the word. Share via your school's communication system and send to local radio stations. Be sure to include your website and phone number where indicated.
 - **Social Media** – Use these sample posts as inspiration to create your own custom posts to reach students 13 and up, and their parents.
 - **Resources** – This page includes a summary of materials with links to updates on USDA waiver extensions, meal distribution strategies, bulk milk calculator, milk best practices and more.
 - **Digital Ads** – Download and use these on district websites to promote the program.

We're still here for you... American Dairy Association North East's ongoing communications support campaign includes traditional and digital media outreach to families with children, advertising, virtual events and so much more.

Thanks for continuing to be our partners in preventing hunger.

American Dairy Association North East



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NORTH
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www.nutritionconnection.org