



# MARKETING RESOURCES GUIDE

*Helping You Feed Children, All Summer Long!*

## Make it Accessible!



**Extend** meal service for easier access.

**Host** themed events to draw attention to meal service.

**Partner** with food banks and other local hunger advocacy organizations to increase awareness of meal availability.

**Invite** local farms and other food suppliers to participate in a Farmers Market-like event hosted by your program for students and families to access locally sourced farm-fresh food items.

**Team Up** with local libraries and/or youth centers to schedule events around meal pickup times.

**Move** to a playground for more visibility and interest.

**Streamline** your service lines to speed it up.

**Establish** other serving sites with local community partners.

**Offer** occasional hot meals, like Friday pizza or walking tacos.

## Spread the News!

Sample scripts on the next page!  
**Social media** and PSAs are powerful ways to inform students and families.

**Local help** is available from anti-hunger organizations, public officials and pediatricians.

**Monthly themed events** get attention.

**Live demos** are popular! Recruit school chefs or administrators to prepare a featured menu item on a social video platform.

**Offer food vendors** opportunities to distribute free promo items to drive traffic to your meal service.

**Post digital banner ads** on learning platforms and district websites.

**Advertise** Summer Meal programs on your May and June breakfast and lunch menus.

**USDA** has a new suite of tools – called “SUN Programs” – to support summer nutrition for children. Click the links to explore their Summer Nutrition Programs [Fact Sheet](#), [Style Guide](#) and [Brand Guidelines](#).



## Adapt to Change!

**Heat up Summer** with a hot item or hot chocolate milk to complement the cold menu choices.

**Innovative packaging** like Bento boxes, walking tacos or build-your-own kits keep students engaged with meals.

**Bring menus to life** with photos, videos or TikTok posts about featured foods.

**Create visual instruction pages** so staff can serve meals easily and follow best safety practices.



AMERICAN DAIRY  
ASSOCIATION  
NORTH EAST