



ARIZONA DEPARTMENT OF EDUCATION

Summer Kick-off Events

What: Kick-off events introduce Summer Meals to your community. It can be whatever kind of event you want to make it, with the goal of getting parents, children, and the community excited about your Summer Meal Program.

When: The best time to host a kick-off event is right after the academic school year, or a week before your Summer Meal Program begins, or even the first day.

Where: The place will depend on the number of people expected, funds available, and your organization's capacity. Some good examples include community centers, public libraries, municipal parks, and meal service sites.

Who: Partner engagement is the key for any successful event! There are many organizations in your community working in different capacities to provide services to families. Teaming up with different groups can make your event the hub for sharing information about these community services. Partners can spread the word about your event to more people in the community.





Tips for Planning a Successful Kick-off Event



TEAM UP WITH COMMUNITY PARTNERS

Team up with partners like food banks, WIC clinics, schools, libraries, hospitals and community health centers, fire and police departments, radio and TV stations, Boys and Girls Clubs, YMCAs, Boy and Girl Scouts, military support and youth service organizations, utility companies, museums, municipal parks and pools, colleges and universities, and American Red Cross and 2-1-1 chapters. The more the merrier!



INVITE SPEAKERS

Invite elected officials, local celebrities or sports figures, a corporate sponsor representative, an education representative, a faith-based leader, or a parent who is comfortable speaking in public. Ask them to speak about the Summer Meals Program, your organization, and/or a partner organization. How do Summer Meals affect them? What impact do they see in the community?



PROMOTE, PROMOTE, PROMOTE!



Alert the media of your event and try and hold it at a time when media coverage is more likely: Monday, Tuesday or Wednesday between 10 a.m. and noon.

Post event invitations and posters in the community. Hang banners in highly visible locations and add balloons on the day of your event.

Promote your event on social media. Include the names of partners of vendors who are participating. Use #SummerLunchBuddies and other hashtags.

Ask partner organizations to promote your event on their social media pages and at their locations.



Connect with your SFSP Specialist for more ideas!
You can always reach the Specialist of the Day at 602-542-8700.
Choose option 1 for Community Nutrition.

