



MARKETING RESOURCES GUIDE

Use Every Tool to Keep Families Informed

Make it easy for parents to learn more. Be sure to promote the national contact numbers listed below in everything you do.

Create your own Public Service Announcement

Making a PSA is easy. This sample script will get you started:

"FREE meals are available throughout your community this summer to help children get the nutrition they need. Call the National Hunger Hotline at **1-866-3-HUNGRY** or **1-877-8-HAMBRE** to locate a meal site near you."

This script lets you fill in local information:

"This summer, all children can enjoy FREE, healthy meals with milk. Regardless of income. NO paperwork! For a program near you, visit **INSERT YOUR WEBSITE.com** or www.fns.usda.gov/sfsp/household, call **INSERT YOUR ORGANIZATION'S NUMBER** or text "SUMMER MEALS" to 914-342-7744.

For Spanish text, add this to your script:

Text "VERANO" to 914-342-7744.

Leverage the Power of Social Media

Whatever platform you prefer – **Facebook, Twitter, Instagram** or others – you can reach families all summer with easy-to-make messages. Use nice photos or videos of your meals, and pair them with simple, clear posts about meal availability.

Here are two samples:

Summer Meals are free, delicious and nutritious!

Your children can receive FREE Summer Meals here in our community. Just visit **INSERT YOUR WEBSITE.com** or www.fns.usda.gov/sfsp/household. Or call **INSERT YOUR ORGANIZATION'S NUMBER** or text "SUMMER MEALS" to 914-342-7744 for a site near you. In Spanish, text "VERANO" to 914-342-7744.

Text for FREE Summer Meals for Children

Find a location near you where your children can receive free meals that are delicious and nutritious for summer. Text "SUMMER MEALS" to **914-342-7744**, or text "VERANO" to **914-342-7744**.



Use Traditional Media, too

Social media is great, but not the only way to reach families. Try traditional methods like handing out flyers, posting on community bulletin boards, sending press releases to local newspapers, TV and radio stations, or asking reporters to consider a feature story about the great work you're doing.



AMERICAN DAIRY
ASSOCIATION
NORTH