



United States  
Department  
of Agriculture

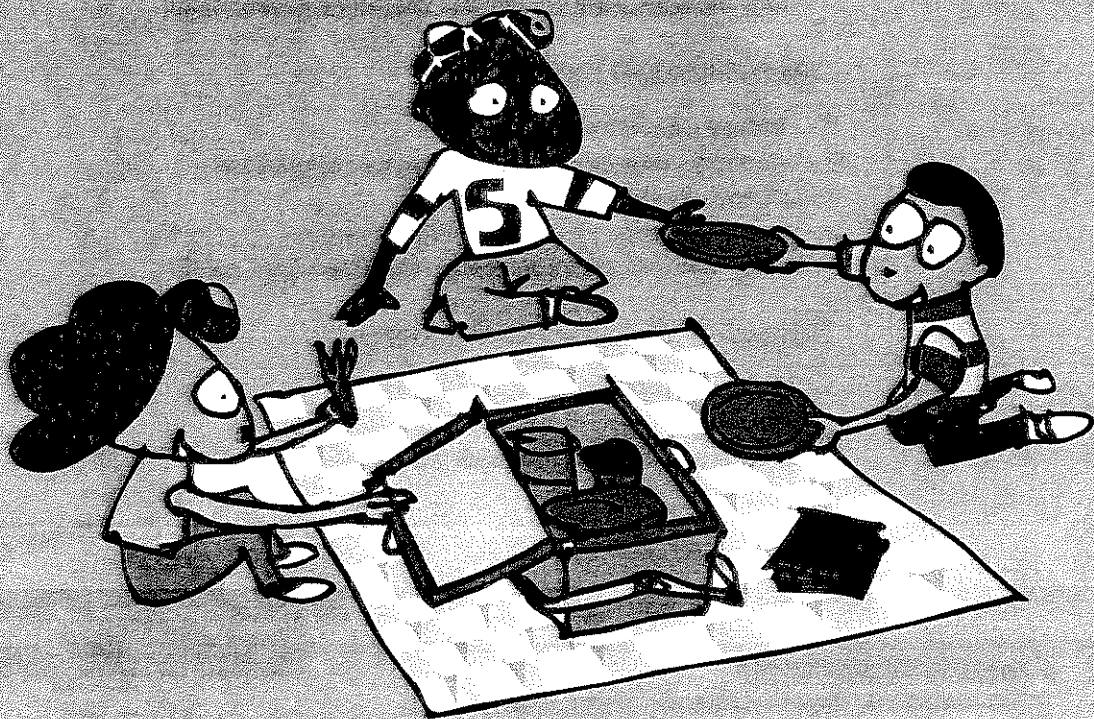
Food and  
Nutrition  
Service

FNS-415

June 2010

# Summer Food Service Program

## Outreach Toolkit for Sponsors and Feeding Sites

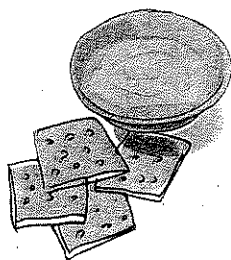


# Summer Food Service Program (SFSP)

## Outreach Toolkit for Sponsors and Feeding Sites

The SFSP Outreach Toolkit will help sponsors and sites create outreach materials such as fliers, letters to parents, and press releases that will help the community learn about the program. Many of the materials included on this site are designed to be customized. You can download PowerPoint files, information sheets, letters, and marketing materials and modify them to suit your specific needs.

If you are interested in becoming an SFSP sponsor or feeding site, please click here.  
<http://www.fns.usda.gov/cnd/summer>



Food that's in  
when school is out.

### Chapter 1: What Is Outreach?

- Definition of outreach
- Making a plan
- Thinking ahead: What about next year?

### Chapter 2: Outreach to Families and Children

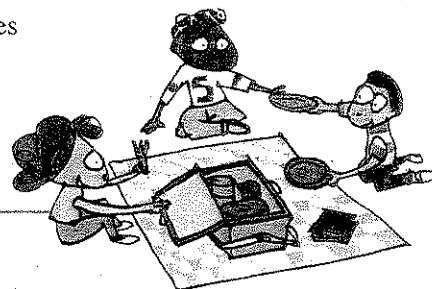
- Planning outreach to families and children
- Creating outreach materials and templates
- Outreach to Families and Children Checklist
- More information on recruiting children for SFSP  
<http://www.fns.usda.gov/cnd/summer/library/recruit.pdf>

### Chapter 3: Outreach to Media

- Planning outreach to media
- Crafting a message, pitching to media, and templates
- Outreach to Media Checklist
- More information on working with the media  
<http://www.fns.usda.gov/cnd/summer/library/media.pdf>

### Chapter 4: Outreach to Community Organizations

- Why create partnerships?
- How to create partnerships
- Crafting messages and outreach templates



**SUMMER FOOD SERVICE PROGRAM**

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## Chapter 2: Outreach to Families and Children

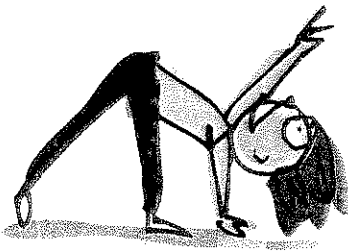
### Planning Outreach to Families and Children

Now, it's time to organize your list of outreach ideas and start creating materials! Here are some tips that will help you do outreach to families and children:

Make sure that you include prizes and contests in your outreach communications. They will give children incentive to attend.

- Talk to your local schools as early as possible. See Chapter 4 on Outreach to Community Organizations for specific ideas.
- Distribute fliers, letters to parents, and children's activity sheets in your target neighborhoods. Don't forget to repeat this form of door-to-door outreach throughout the summer program.
- Host a kick-off event to introduce the program to families and showcase program activities to the children. You can even get the parents' and children's input and ideas for activities and menus at the event--if the families and children feel like they own the program, they will be more involved, and children may be more likely to attend.
- Include a calendar of activities and menus with fliers and other communications, so children and parents will know what is happening on various days.
- Consider an attendance award like a certificate for a week of perfect attendance or a prize from the "treasure chest." These items will work well for younger children, but you may consider a point system for larger prizes or privileges for older ones. Make sure that you include prizes and contests in your outreach communications. They will give children incentive to attend.
- Plan to engage the children in activity planning or helping at lunches as a greeter or by handing out napkins, etc. Older children may be able to lead activities, and many of them may want to come as "volunteers." Be sure to market the program to older children as an opportunity to help. Some schools may even offer credit for volunteer hours.
- Begin to think about potential challenges that may arise with attendance. Will transportation be an issue in your area? If so, start thinking about which individuals or organizations can assist with this need.
- Make sure you include a method of evaluating customer satisfaction for both parents and children. Ask what menus and activities they liked best.
- Consider planning several family events throughout the summer to promote the program. A kick-off event is a great start, but other events allow you to evaluate parents' thoughts and to gather their ideas. Make sure you take various work schedules into consideration when scheduling events.
- Search for ways to engage children and parents in outreach efforts. Word of mouth is more powerful than any flier.
- Use community resources to publicize your site.

By registering at the National Hunger Clearinghouse Resource Directory at <http://www.whyhunger.org/resources/resource-directory.html>, your site becomes part of a network of service providers who are fighting hunger and poverty on the front lines. Registration at Serve.gov at <http://www.serve.gov> connects your site to volunteers in search of service opportunities within their communities.





### Creating Outreach Materials and Templates

There are three steps to creating good outreach materials that will get out the word about your feeding site to families and children in your area:

1. **Words:** Think about who you are communicating to—families and/or children. Write out what they need to know. Think about what type of message would be appealing to them. For example, if you're creating an activity or coloring sheet for children, include something like, "Come have lunch and play games with your friends." For parents, the message would be different, "Bring your kids for lunch and fun learning activities in a safe place."
2. **Type of material:** Think about what type of material you need. Do you need a letter with lots of information? An activity page for children? A door hanger or flier you can leave at each house? How long the message is may determine what type of material you create. If you have a lot to say, you may need a letter. If you want something for children, a coloring page or stickers may work best.
3. **Visual look:** Think about how you want your material to look. Do you want to use photos or clip art? Do you want only words? Note that if you use photos of your feeding site, you need to have written permission from everyone in the photos (or permission from parents of children) to use the photos.

Now you're ready to create your materials on your own, or you can use one of our templates by just typing in your information and printing! Check out the following pages to find templates for:

- Letter to parents
- Flier for families
- Activity/Coloring sheet for children
- Door hanger for families
- Attendance certificate for children
- Calendar with sample entry





**Summer Food Service Program**

Dear Parent(s) or Guardian(s),

Summer is coming soon. You may be thinking about what your child will do for meals while school is out. The good news is that the U.S. Department of Agriculture partners in your local community to serve free meals. It's food that's in, while school is out. There are no income requirements, and any child under age 18 may come to eat.

Here is information about your local Summer Food site:

Days meals are served:

Times meals are served:

Place where meals are served:

Contact for more information:

We look forward to seeing your child this summer! Thanks!

Sincerely,



**Food that's in when school is out.**

# Hey Kids...

Do you like fun?

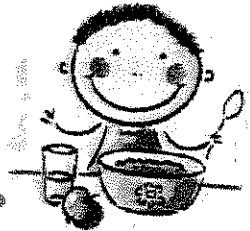
Do you like friends?

Do you like food?

Yes or No

Come eat lunch with your friends  
this summer!

It's free and fun.

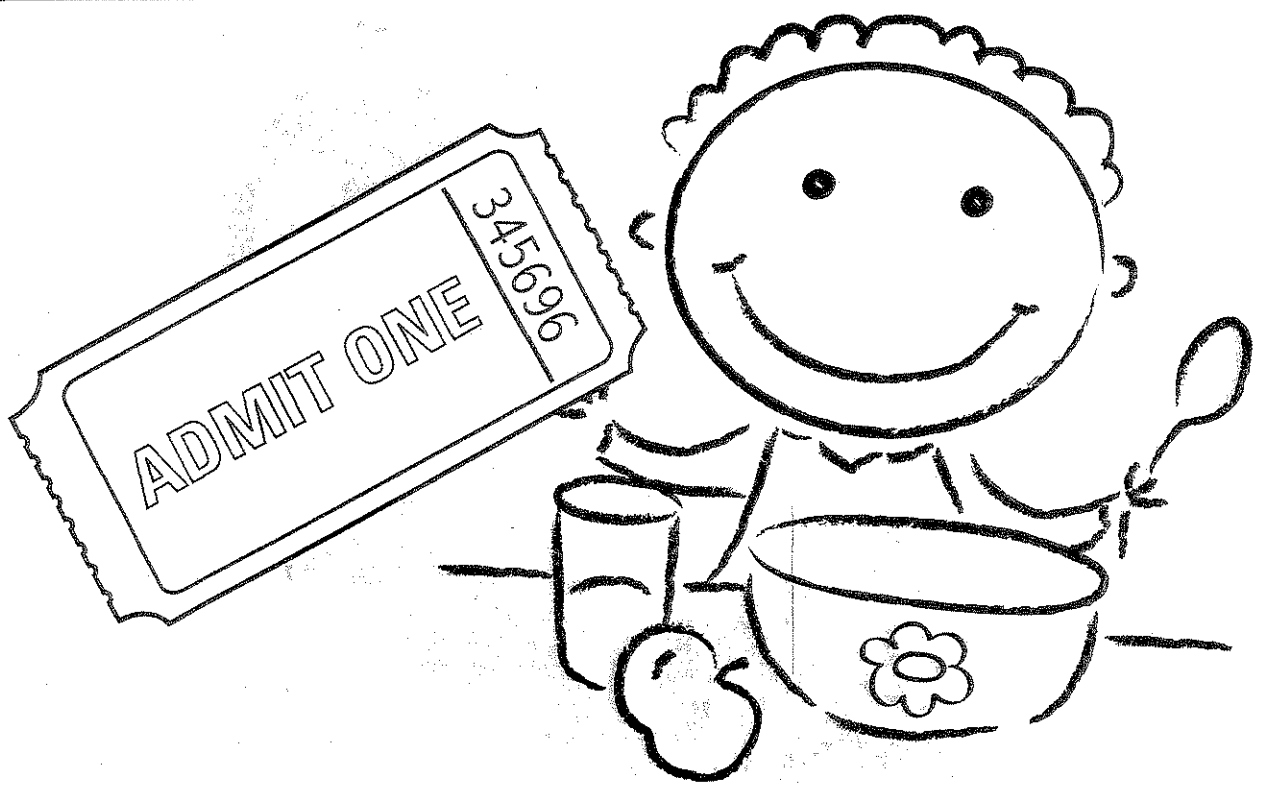


Days: \_\_\_\_\_

Times: \_\_\_\_\_

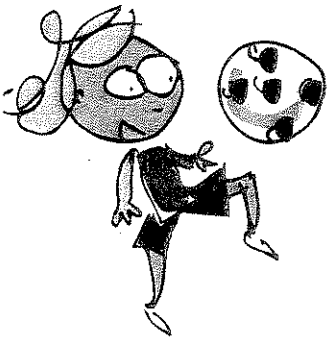
Place: \_\_\_\_\_

Contact: \_\_\_\_\_



# KIDS! Here is Your Ticket!

Use it for Food and Fun with Friends this Summer.

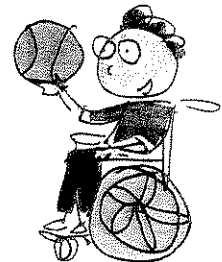


DAYS: \_\_\_\_\_

TIMES: \_\_\_\_\_

PLACE: \_\_\_\_\_

CONTACT: \_\_\_\_\_





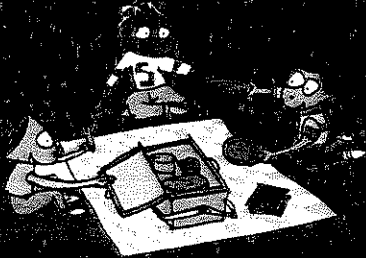
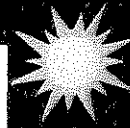
**Food that's in  
when school is out.**



The Summer Food Service Program (SFSP) provides lunches for hungry children during the long summer vacation.

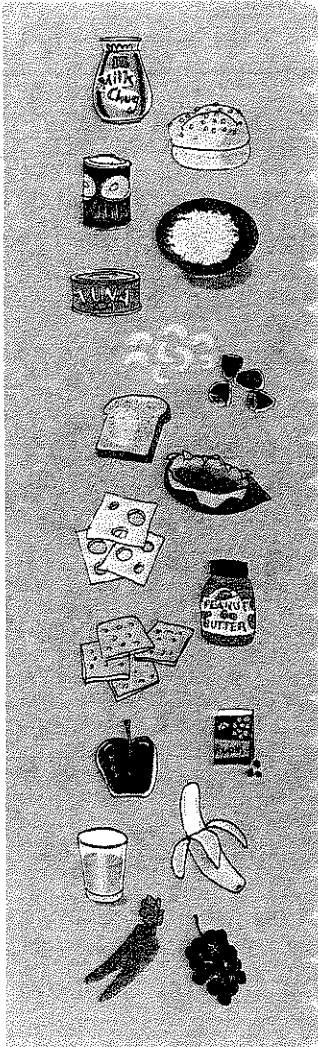
The nearest SFSP Site is located at:

For more information, please contact:



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# Certificate of Attendance presented to:

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*Director of Programs*





# Chapter 4: Outreach to Community Organizations

## Why Create Partnerships?

The keys to making your feeding site successful and able to operate each year are community outreach and partnerships. Partnerships can help your site overcome challenges such as transportation, facilities, manpower, or cost of food. Partnerships can also help you do outreach. For example, another organization may work directly with families more than your organization does. Sharing outreach materials with that organization may be very effective in getting parents to bring their children to eat.

Partnerships can help your site overcome challenges such as transportation, facilities, manpower, or cost of food. Partnerships can also help you do outreach.

## How To Create Partnerships

There are three steps to create a basic partnership. Here are some how-to tips:

### 1. Research different types of organizations.

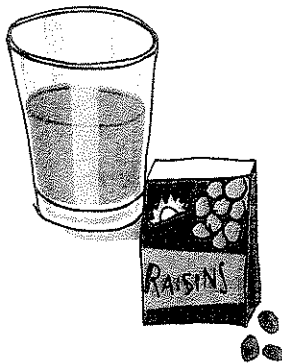
- First, create a list of your site's needs and wants—and ideas for what other organizations can do to help. Here is a brochure about how Nonprofits Can Help <http://www.fns.usda.gov/cnd/summer/library/brochurepno.pdf>. <http://www.fns.usda.gov/cnd/summer/library/brochurepno.pdf>.
- Start researching which other groups and organizations can help. Don't forget the groups and organizations you currently work with, such as schools. And think about new groups you don't normally work with—oftentimes churches, civic groups, local government offices, and community clubs are willing and able to assist.

Here are some tips for the types of organizations to research and approach:

- Approach schools early to get your message to families in the spring before school is out for the summer. Schools are a great resource for distributing information, connecting you with parent groups, and other resources. Here is a brochure on how Schools Can Help <http://www.fns.usda.gov/cnd/summer/library/brochureschools.pdf>.
- Potential grant-makers, donors, or corporate sponsors (for monetary or in-kind gifts) can help fill in gaps of funding and supplies. Seek out foundations, corporations who support youth or hunger projects, as well as individual donors. Think creatively about what you need: transportation, prizes for attendance, or activity supplies?



- Potential program and/or outreach partners can help provide activities, transportation, volunteers, and much more. Start with all the youth and hunger organizations, and then move on to other groups. Recreational and interest clubs may be able to facilitate activities such as dancing, crafts, sports, gardening, drama, music, or another structured activity. Don't forget to include service clubs and societies like Rotary, Kiwanis, and others.
- Also consider outreach to local government, including family and social services offices, public libraries, city or county councils, mayor's office, and others. These offices and officials may be able to help with outreach, media pitching, and building partnerships. Here is a brochure on how Local Governments Can Help <http://www.fns.usda.gov/cnd/summer/library/brochuregovt.pdf>.
- Local businesses may be willing to make monetary or in-kind donations of food or supplies. They may also be able to recruit volunteers or publicize the program to their employees and the public.
- Churches, synagogues, and other faith communities can be helpful resources. They can promote the program and potentially assist with kitchen facilities, volunteers, or transportation.



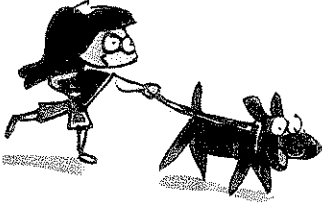
## 2. Make a plan and write out your "ask."

- Make a list of the potential partners and list ideas of how to ask each one to partner. Think about what they can provide and what would motivate them to join your cause. Determine how they would benefit from partnering.

Here's a list of potential donations or support to ask for:

- Monetary donations
- In-kind donations of prizes or supplies for activities (games, crafts, etc.)
- Kitchen facility use if your site doesn't have a kitchen
- Transportation of food or children to a site
- Information sharing/promotion in newsletters or on a Web site
- Volunteers to prepare food, lead activities, help with outreach, or supervise children
- Posting fliers in their office or store
- Helping to get media coverage

Decide how to contact the potential partner. Is it best to write a letter, make a phone call, or stop by an office?



Decide who should contact the partner, and prepare that person if they are meeting/talking by phone or in person. Make sure he or she has plenty of outreach materials to share.

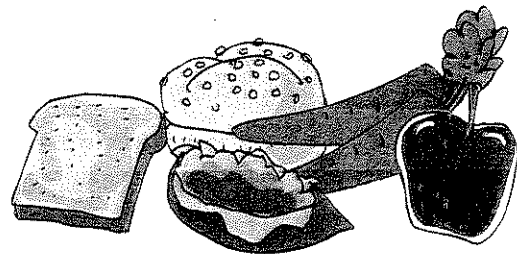
### 3. Meet with groups

- After the initial meeting, be sure to follow up on action items, send a thank-you note, and keep in touch on a regular basis.
- Ask your partners for outreach and program input. It is one way to thank them for their support, and they may have the best idea yet.
- Make sure to thank donors and send followup letters. See templates section for examples. Make sure to include tax deduction information on thank-you letters, so they can use it as a record of their gift.
- Ask partners who else you should approach for various needs or brainstorming.

### Crafting Messages and Partner Templates

Creating messages for partners is standard business writing. Use a formal letter style and a professional tone. The following templates are available for you to customize:

- Letter asking for support
- Program fact sheet
- Fact sheet—how you can help
- Thank-you letter



SAMPLE



Summer Food Service Program

Dear:

Each summer, children wait for the last bell of the school year. Summer is an exciting time for children to enjoy playtime with friends, a week at camp, a family vacation, or time at the pool. But for many children who receive free and reduced-price meals at school, summer can mean hunger. Just as learning does not end when school lets out, neither does a child's need for good nutrition.

[Your organization's name] provides free meals to children during the summer as part of the USDA Summer Food Service Program. This summer, meals will be served at [insert location] on [insert days] at [insert times]. There are no income requirements, and any child under age 18 may come and eat. I've enclosed some outreach materials, so you can learn more about our program.

We would like to invite [partner organization's name] to support our summer food site. [Add one or two sentences about what needs your site has and how the children would directly benefit from the group's help.]

Thank you in advance for your support. We look forward to hearing from you. Please let us know if you have any questions.

Sincerely,



Food that's in when school is out.

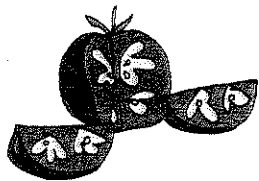


**Summer Food Service Program**



**Food that's in when school is out.**

# Summer Food Service Program (SFSP)



## Description

- Provides nutritious meals and snacks to children in low-income areas during the summer months and long vacation periods for schools on year-round schedules. The program served 133.4 million meals in FY 2010.
- Reimburses sponsors, such as schools, local government agencies, residential and nonresidential camps, and faith-based and other private nonprofit organizations for meals served to children at eligible sites.
- Bases payments on the number of meals served. For summer 2011, USDA's maximum reimbursement rates per meal in most States are approximately: Breakfast - \$1.88; Lunch/Supper - \$3.2925; and Snacks - \$0.0775.
- Serves up to two meals or one meal and one snack per day per child at schools, churches, recreation centers, camps, playgrounds, parks, and other community sites. Camps or sites that primarily serve migrant children may be approved to serve more meals.
- Provides USDA Foods to eligible sponsors

## Background

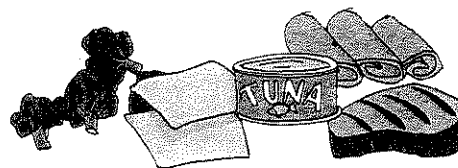
- In 1968, the Special Food Service Program for Children (SFSPFC) was created as a 3-year pilot program consisting of both the Child Care Food Program and the summer program. Congress reaffirmed its support of these programs and, in 1975, separated the child care and summer feeding components of the SFSPFC and provided each with individual legislative authorization.
- The SFSP was designed to ensure that school-aged children in lower income areas could continue to receive nutritious meals during the long school vacation, when they did not have access to school lunch or breakfast.

## Participants

- Served over 2.261 million children at more than 38,000 meal sites in 2010.
- Participants are generally children 18 and younger. However, meals and snacks are also available to people with disabilities older than 18, who participate in school programs for the mentally or physically disabled.

## Budget

- \$355 million in FY 2010
- \$346.9 million in FY 2009



## Contact Information

For more information, visit [www.fns.usda.gov/cnd/summer](http://www.fns.usda.gov/cnd/summer) or contact your State agency that administers the SFSP. View Agency listings at [www.fns.usda.gov/cnd/Contacts/StateDirectory.htm](http://www.fns.usda.gov/cnd/Contacts/StateDirectory.htm).



# Summer Food Service Program: How You Can Help

Being a sponsor requires the highest level of commitment. Sponsoring means acting as the organizer for the Summer Food Service Program sites.  
Open a Feeding Site



## Partnership Opportunities

During the school year, many children receive free and reduced-price breakfast and lunch through the School Breakfast and National School Lunch Programs. What happens when school lets out? Hunger is one of the most severe roadblocks to the learning process. Lack of nutrition during the summer months may set a cycle of poor performance once school begins again. Hunger also may make children more prone to illness and other health issues. The Summer Food Service Program is designed to fill that nutrition gap and make sure children can get the nutritious meals they need.

Here are a few ways you can end hunger this summer!

## Become a Sponsor

Being a sponsor requires the highest level of commitment. Sponsoring means acting as the organizer for the Summer Food Service Program sites. Public or private non-profit schools, local, municipal, county, tribal or state government, private non-profits, public or private non-profit camps, and private or non-profit universities or colleges are examples of local organizations that often serve as Summer Food Service Program sponsors. Sponsors must be able to provide a capable staff, managerial skills, and food service capabilities. A sponsor may provide its own meals, purchase meals through an agreement with an area school, or contract for meals with a food vendor.

## Open a Feeding Site

The Summer Food Service Program reaches only a fraction of the children in need. The primary reason for the limited access to the program is that there are not enough feeding sites. Your community building or place of faith could become a feeding site. Sites are the physical locations where food is served. Each site location must work with a Summer Food Service Program sponsor that is financially and administratively responsible for the meal service at the site. You can also help by coordinating site participation with other youth activity programs in your area.



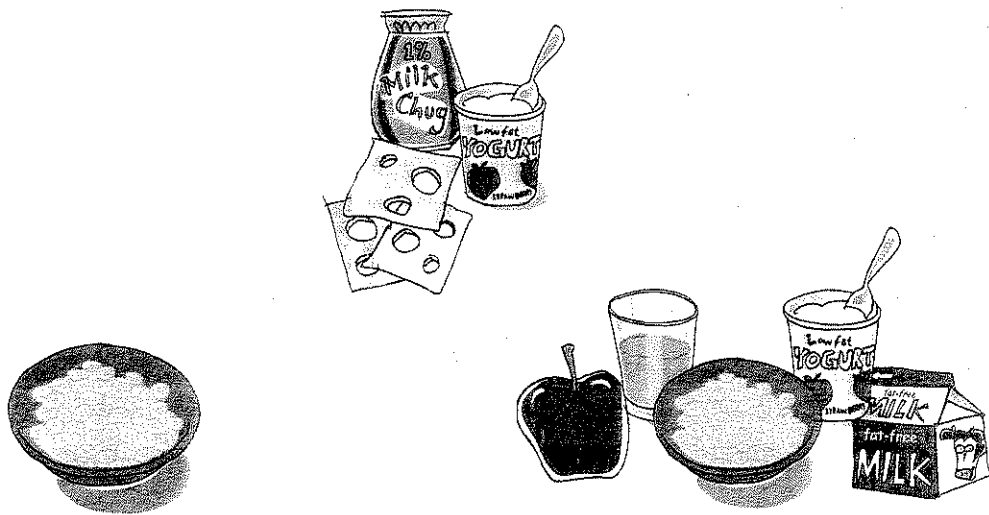
## Volunteer

While feeding children is the top priority of the Summer Food Service Program, programming is what keeps children coming back. This takes volunteers – and LOTS of them – especially in June, July and August. Volunteers can help with basics like transporting food, setting up or cleaning up a site—they also plan and do educational or recreational activities with the children. Contact your State agency to find a SFSP Sponsor or feeding site to volunteer with in your area.

## Share

Tell others how the Summer Food Service Program helps feed hungry children and discuss how they or their organization can help. The more people know about the issues, the more likely they are to take action to help end hunger or know how to help their own children.

For more information on how to become a sponsor or feeding site, visit <http://www.fns.usda.gov/cnd/summer/Sponsor.htm>.





Summer Food Service Program

SAMPLE

[date]

Dear:

Thank you for your support of the Summer Food Service Program. More children will have nutritious meals this summer because of your generosity. [Add one or two sentences that references what the partner or individual did or donated and how the children directly benefited.]

As a thank-you, we want to invite you to attend a meal at our feeding site. You are welcome to help serve the meal or just eat with the children. It is an opportunity to see how your support helps children in our community. Meals are served [days] at [times] at [location]. Please let us know if you would like to come.

We look forward to partnering with you again next year and many to follow! Thank you again!

Sincerely,



Food that's in when school is out.



Summer Food Service Program



Food that's in when school is out.