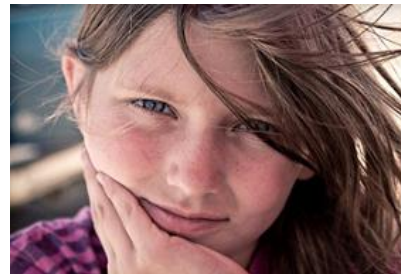


Cultivate Awareness: Community Outreach Calendar



For the Summer Food Service Program

Developed By:



In Partnership With:





Welcome to the Cultivate Awareness: Community Outreach Calendar for The Summer Food Service Program!

Please use the attached calendar to track your various outreach methods as you begin to plan for and execute a successful program for this year. You will find more information on each of the handouts and ready to use, customizable, templates that will help make promotion and advertising even easier.

The purpose of this resource is to provide you with various outreach ideas and serve as a guide to help you fulfill your outreach goals. Please feel free to start where ever you feel comfortable on this calendar. As you work your way through the activity calendar, use the checkboxes to mark what you have completed and reference the handouts for in-depth information on each calendar listing.

Since all SFSP programs are at varying levels of experience, we've suggested activities that will accommodate your experience and resource level with the Summer Food Service Program. You determine your level- the different levels are recommendations only. Please take the time to read through all the activities before deciding to only do the activities indicated by your level. If you consider yourself intermediate, please feel free to also do the outreach activities indicated for beginners and if you are advanced, please feel free to complete as many of the activities on all three levels as you wish.

- **Beginners** are the least experienced and/or currently hold very little resources i.e. staff.
- **Intermediate** are those sponsors that are more experienced than beginners but still don't have the resources to take on every activity.
- **Advanced** are those sponsors that are very experienced in the Summer Food Service Program and feel as though they have enough resources to complete each activity.

April

	Beginner: Yellow	Intermediate: Blue	Advanced: Salmon	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2 SFSP Summit: Attend in mid-April and gain new insights, learn latest strategies, and share ideas with other sponsors. <input type="checkbox"/>	3	
7 Develop a list of local businesses and organizations and call or drop by at least 5 to help them understand and promote the SFSP. <input type="checkbox"/>		9 Call or email at least 5 local organizations with high traffic websites to help them understand and promote the SFSP. <input type="checkbox"/>	10	11 Customize the flyer for your SFSP and begin posting at organizations on your list developed on April 7th. <input type="checkbox"/>
14	15 Promote your program by developing a Facebook page for your SFSP site. <input type="checkbox"/>	16 Like and friend as many community members on Facebook as possible in order to spread the word. <input type="checkbox"/>	17	18 Start planning a kickoff event to promote your program to the community. <input type="checkbox"/>
21 Develop a targeted media outreach list to organize your media needs to begin your media promotion process. <input type="checkbox"/>	22	23 Meet with local TV, radio, and newspaper to form a relationship. <input type="checkbox"/>		25 Distribute flyers and parent letters at your school to raise awareness of the SFSP. <input type="checkbox"/>
28	29 Develop a PSA for local radio. <input type="checkbox"/>			

May

	Beginner: Yellow	Intermediate: Blue	Advanced: Salmon	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1 Develop an Op-Ed article. <input type="checkbox"/>	2
5 Develop a press release. <input type="checkbox"/>	6	7		9 Develop a Letter to the Editor. <input type="checkbox"/>
	13 Connect with public housing, government service offices, churches, and YMCA's to promote SFSP. <input type="checkbox"/>	14	15 Proclaim No Kid Hungry this summer. <input type="checkbox"/>	
19 Call child care centers within 5 miles of your site and let them know about your program. <input type="checkbox"/>		21 Partner with schools to incorporate Robo Calls. Families will quickly be informed of your program. <input type="checkbox"/>	22	23 Provide your school district with more flyers to distribute to students and parents from the classrooms and in the offices. <input type="checkbox"/>
26 Start planning activities and events that will entice children to come to your program and keep them coming throughout the duration of the summer. <input type="checkbox"/>	27 Give short presentations to classrooms of middle and high school kids. <input type="checkbox"/>		29 Encourage schools to put your customized sign at the end of the school year. <input type="checkbox"/>	30 Contact your local YMCA, Boys & Girls Club, United Way, or other organizations that service youth and provide social services to offer programming at your summer meals sites. <input type="checkbox"/>

June

	Beginner: Yellow	Intermediate: Blue	Advanced: Salmon	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>2 Establish a relationship with a church in your community and ask them to help promote the SFSP.</p> <input type="checkbox"/>	<p>3</p>		<p>5</p>	<p>6 Submit your Press Release.</p> <input type="checkbox"/>
<p>9 Hold your kickoff event on which ever date you planned.</p> <input type="checkbox"/>	<p>10</p>	<p>11 Submit your Op-Ed.</p> <input type="checkbox"/>	<p>12 Have the kids develop yard signs as a fun activity and display around your site to promote your program.</p> <input type="checkbox"/>	
<p>16 Submit your radio PSA's.</p> <input type="checkbox"/>		<p>18</p>	<p>19 Submit your Letter to the Editor.</p> <input type="checkbox"/>	<p>20 Activity Day. Choose an activity from the MT SFSP Activity Toolkit. Have fun!</p> <input type="checkbox"/>
<p>23</p>	<p>24 Activity day. Choose an activity from the MT SFSP Activity Toolkit and allow the kids to go wild!</p> <input type="checkbox"/>	<p>25</p>	<p>26 Contact local groups to add summer meals to their community calendar.</p> <input type="checkbox"/>	<p>27</p>
<p>30 Share videos, photos, and other content with your online partner organizations.</p> <input type="checkbox"/>				

July

	Beginner: Yellow	Intermediate: Blue	Advanced: Salmon	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3 Issue another press release to spark more interest in your program. <input type="checkbox"/>	4
7 Start the coloring contest activity. <input type="checkbox"/>		9 Give promotional partners an updated blurb to include on their websites about the Summer Meals Program. <input type="checkbox"/>	10	11 Activity day. Choose an activity from the MT SFSP Activity Toolkit. <input type="checkbox"/>
14 Implement the punch card activity to help retain attendance throughout the end of the summer. <input type="checkbox"/>	15	16 Work with local respected leaders, elected officials and community organizations to Facebook and Tweet about summer meals. <input type="checkbox"/>		18 Pass out "Tell a Friend" cards to participants in order to increase participation. <input type="checkbox"/>
21	22 Call all childcare centers within 5 miles of your site to let them know when the program ends. <input type="checkbox"/>	23	24 Invite local elected officials and well known community leaders to hand out meals to kids and engage in activities. <input type="checkbox"/>	25
28 Host a parent meal to show your support of the community and encourage more families to attend.	29		31	



August

	Beginner: Yellow	Intermediate: Blue	Advanced: Salmon	
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1
	<p>5 Activity day. Invite the local fire department to come by and give a fire safety demonstration.</p> <input type="checkbox"/>	6		8
11	12		<p>14 Conduct a survey to the kids and parents at your site to see what they like best and least about the program.</p> <input type="checkbox"/>	
18	<p>19 Activity Day. Implement an activity today for kids at your site by using the MT SFSP Activity Toolkit.</p> <input type="checkbox"/>	20	21	<p>22 Write up a Press Release on the successes of your program. Submit this to media partners.</p> <input type="checkbox"/>
<p>25 Hold an end of the summer celebration to wrap up your program and recognize those who made it successful.</p> <input type="checkbox"/>		27	28	<p>29 Evaluate: review your program in length. Document the successes of your outreach campaign and activities implemented.</p> <input type="checkbox"/>

