

## Kick-Off Event

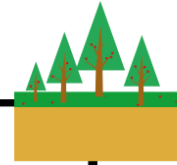
There are **7** essential steps in planning a successful event

**1**

### Location, Date, and Time

List 3 possible locations

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_



**2**

### Plan Entertainment + Activities

List 4 possible activities/entertainers

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_



**3**

### Choose Type of Event

Circle the type of event

Free Family BBQ  
Block Party  
Summer Carnival

**4**

### Invite Speakers

List 2 - 4 possible speakers

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_



**5**

### Invite Media Coverage

List 2 - 4 media contacts

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_



**6**

### Advertise Your Event

List 4 methods of advertisement

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_



**7**

### Build Partnerships

List 4 organizations to reach out to

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_



## Location, Date, and Time

Choose a location that is accessible. Parks, town squares, schools, libraries, or community centers are all good locations. You might want to host it at an existing summer meals site or a new site, to increase awareness of the new location.

## Types of Event

Talk to businesses in the community about sponsoring a free BBQ for the community. Or, consider applying for a grant to cover the cost of adult meals. Most sponsors only require a few hundred dollars to make this happen.

## Plan Entertainment + Activities

Invite kid-friendly entertainment and plan several activities to keep them engaged throughout the entire event. There are a variety of activities you could choose from. For more ideas check out our activity toolkit listed below.

### Activity Resources:

- <http://www.opi.mt.gov/pdf/SchoolFood/Summer/13SFSPActivityToolkit>

## Speakers

Think about inviting people who will draw kids to the site and local press to your event: .

- Minor League Sports Players • Teachers • Local Celebrities • Radio Personalities
- Student Leaders or Athletes • MSU Extension • Nutrition Educators • Governor • Mayor
- City Councilor • Senators • Businessmen • Mascots • Superintendents • School Committee • Food Service Director • Director of Food Bank

## Media Coverage

Getting the media involved will increase the chances that people will show up!

### Media Resources:

- <http://bestpractices.nokidhungry.org/summer-meals/working-media>
- <http://bestpractices.nokidhungry.org/summer-meals/planning-media-event>

## Advertising Your Event

Make sure that people know about your event by advertising in these places:

- Newspapers • Radio Stations • Public Transportation • Housing Authorities • School Flyers • Youth Centers • City Website • Community Bulletin Boards in Libraries, Laundromats, Health Centers, and City/Town Hall • Public Service Announcements • Bulletin Boards on Local or Cable Access TV

### Advertising Resources:

- <http://bestpractices.nokidhungry.org/summer-meals/writing-op-eds-and-letters>
- <http://bestpractices.nokidhungry.org/summer-meals/creating-radio-psas>
- Find radio stations in your area: <http://radio-locator.com/>

## Building Partnerships

Community partners can help in a variety of ways: outreach and raising awareness about summer meals; funds to improve outreach, meal quality, or activities; providing programming; volunteers; equipment; facilities; prize/incentive donations; or food for events.

- Public Housing Authorities • Teachers • Extension offices • Child Care Workers
- Social Workers • Nutrition Educators • Boys & Girls Clubs • PTAs • Parks & Rec • Faith-Based Organizations • Food Banks • Dietitians • Pediatricians • YMCA/YWCA • Public Libraries

## Additional Summer Resources

- Montana No Kid Hungry - <http://mt.nokidhungry.org/summer-food-service-program>
- Center for Best Practices - <https://bestpractices.nokidhungry.org/free-summer-meals-kids>
- USDA Summer Food Service Program - <http://www.fns.usda.gov/sfsp/summer-food-service-program-sfsp>