

# Welcome!

We'll get started soon. While we wait for other attendees to join, please answer this question in the chat box:

**What are you looking forward to most this summer?**



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# Fueling Participation: Boost Engagement In Your Non-Congregate Summer Meals Program Through Marketing and Promotion

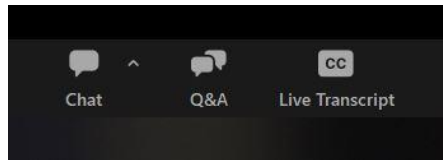
Tuesday, April 16th 2024





## Things to Know as We Begin

- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the [chat box](#).
- If you have questions for the speakers, please enter those into the [Q&A box](#).
- Closed captioning is available.





## Agenda

- Introductions
- Speakers
- Q&A

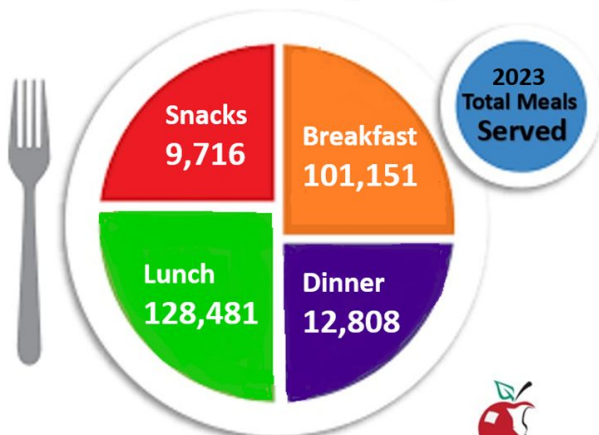


Peggy Hamby  
Director of Food and Nutrition  
Morgan County Schools





## Summer Feeding Program



**Total Meals 229,632**

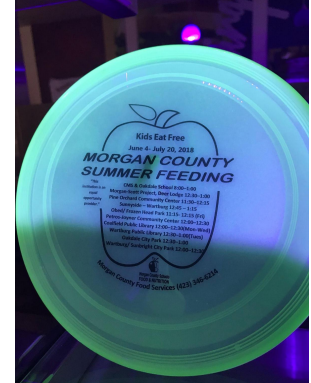
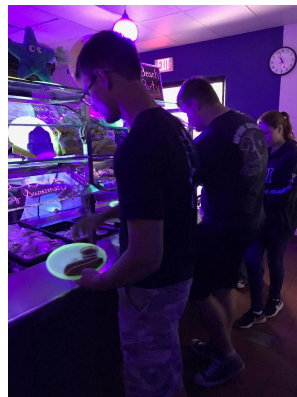


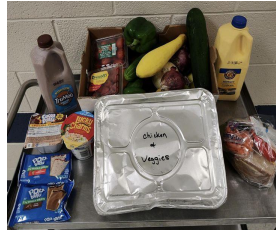
- ❑ 7 Schools/2,879 Students/4 Summer School Programs
- ❑ Congregate & Non-Congregate Feeding/Gus the Bus/52 Sites
- ❑ Combination of Meal Service
- ❑ Family Style, Hot, Frozen, Grab & Go, Bulk Meals
- ❑ 7 Days Non-Congregate & Daily Congregate Feeding
- ❑ Serving May 26<sup>th</sup> -August 1<sup>st</sup>

# Communication is KEY

- ❑ Summer Feeding Flyer
- ❑ Community Meeting
- ❑ Newspaper/Radio
- ❑ Alert Now (Calls/Text Messages)
- ❑ Yard Signs
- ❑ Frisbee/ Glow Beach Party
- ❑ Social Media
- ❑ QR Code

QR Code for  
Morgan County  
Food & Nutrition  
Summer Feeding  
Information





## Please Join Us

Our program needs help from our community/church leaders!!  
With the new regulations, your influence is vital to our program so that we can continue to help our children during the summer.

**When:** February 23, 2023 10:00am- 12:00pm

**Where:** Board of Education Central Office  
136 Flat Fork Rd Wartburg, TN 37887

**Who should attend:** At least one representative from any organization in our community. Especially those that help with VBS, youth groups, Sunday school classes, leaders for 4-H Groups, Club meetings, Park services, Sports teams, Community leaders, etc.

**About:** This meeting will be a collaborative meeting about how our Food & Nutrition Program can help feed our children (18yrs and under) over the summer. During this meeting we will have samples of our FREE program meals so that you can see/taste what we can provide and give your opinions on these meals. We will also discuss how our program can collaborate with your church/event to help ensure that children are being fed this summer.

Food costs are on the rise, come to this meeting and learn how our program can help lessen the burden of food cost for your program!!



**\*LUNCH WILL BE PROVIDED**

Please RSVP by February 10, 2023  
Peggy Hamby  
423-215-4525  
[hambp@mcscd.net](mailto:hambp@mcscd.net)



"This institution is an equal opportunity provider."  
<http://www.fns.usda.gov/sites/default/files/cr/Nondiscrimination-Statement.pdf> page 2







# Kids Eat Free



## JUNE 1<sup>st</sup> SEAMLESS SUMMER KICK OFF

WARTBURG SOLOMON CITY PARK

### 10:00 AM- 12:00 PM



**GUS THE BUS**



**FREE FOOD**



**FREE BOOKS**



**FREE RESOURCES FOR FAMILIES**



**BOUNCE HOUSES**



**GAMES**

**GIVEAWAYS**



**LIVE BROADCAST**



*Fairview Missionary Baptist Church, Lancing* **Thank you to all our Sponsors/Attendees**



QR Code for Morgan County Food & Nutrition Summer Feeding Information



For more information: Peggy Hamby 423-215-4525 [hambyp@mcsed.net](mailto:hambyp@mcsed.net)

"This institution is an equal opportunity provider."





# JUST FOR KIDS

Free to all kids 18 and Under.



June 3 - July 19, 2024



### Multiple Meals Pick Up Sites

**12:30-1:30PM**

(While Supplies Last)

#### Monday

Petros Joyner School

#### Tuesday

Oakdale School

#### Wednesday

Wartburg

Elementary School

#### Thursday

Coalfield School

#### Friday

Sunbright School and

Morgan & Scott



### Gus the Bus Daily Feeding Sites

Food will be served on the bus.

Adult meals available, Cost \$4.00

#### Monday

11:00-11:30 Sunbright City Park

12:00-12:30 Chestnut Ridge Fire Department

1:00-1:30 Fairview Baptist Church, Lancing

#### Tuesday

11:00-11:30 Wartburg Solomon City Park

12:00-12:30 Wartburg Public Library

1:00-1:30 Sunnyside Apartments

#### Wednesday

11:00-11:30 Coalfield Library

12:30-1:00 Jackson Trailer Park

#### Thursday

11:00-11:30 Lafollette Housing

12:00-12:30 Pine Orchard Community Center

12:45-1:15 Oakdale City Park

Free meals available for VBS & other children's events.

Contact: Morgan County Schools Food Service

Peggy Hamby 423-215-4525

hambyp@mcsed.net



"THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER."



# Example of the Summer Feeding Program Sites Flyer



SCAN THE QR CODE FOR MOST UP TO DATE SITES & TIMES



Morgan County Schools  
**FOOD & NUTRITION**

# Theme Weeks for Summer Feeding

- ❖ Beach
- ❖ Decades
- ❖ Sports
- ❖ Christmas in July
- ❖ Patriotic
- ❖ Western
- ❖ Super Hero
- ❖ Careers



## Market Summer Feeding

★ Include Your Logo  
examples:

- Cooler Bags
- T-Shirts
- Cow Bells
- Water Bottles
- Stress Reliever - Cow





**Justine Roberts,  
Performing Arts and Science  
Academy, Director**



# COMMUNICATING WITH FAMILIES



- Flyers
- Yard signs
- Press release
- Events
- Menus
- Radio announcements
- Social Media
- Mass Text

## SUMMER BREAK CAFE

Sponsored by PASA

GRAB'N'GO MEALS



FREE HEALTHY AND NUTRITIONAL MEALS



STARTING JUNE 18<sup>TH</sup>, 2024

PASA Headquarters  
330 North Main St. Marion, SC

<b>BLAKE CIRCLE</b> 302 Blake Circle Marion, SC	<b>JIMMY'S COURT</b> 243 Jimmy Ct Marion, SC	<b>EASTBROOK</b> 150 Eastbrook Marion, SC	<b>ROSEWOOD APT.</b> 1011 Rosewood Dr. Marion, SC
<b>RELFY ROAD APT.</b> 118 Relfy Road Marion, SC	<b>MARION LIBRARY</b> 1000 Highway 9 Marion, SC	<b>WALTON LIBRARY</b> 1000 Highway 9 Marion, SC	<b>SELLERS LIBRARY</b> 1000 Highway 9 Marion, SC
<b>BOULEVARD</b> 300 Boulevard Marion, SC	<b>MARION LIBRARY</b> 1000 Highway 9 Marion, SC	<b>WALTON LIBRARY</b> 1000 Highway 9 Marion, SC	<b>SELLERS LIBRARY</b> 1000 Highway 9 Marion, SC
<b>CHIEF J. TOWN</b> 800 Manning	<b>PASA HEADQUARTERS</b> 330 N Main St Marion, SC	<b>PERKINS CENTER</b> 150 Perkins Rd Marion, SC	<b>ZEON COMMUNITY</b> 1218 Zeon Road Marion, SC

PASA BELIEVES IN EQUAL OPPORTUNITY AND JUSTICE FOR ALL!!!



Press Release

The **Pastor/Minister, Arts & Science, Academic/PASA** participating in the Summer Break Café food service program. Healthy and nutritional meals will be provided to all children from 6:00-2:00 p.m. 6/18-7/24/24 at the Marion County and surrounding areas without charge. Acceptance and participation requirements for the program not all activities are the same at all sites of free, color, natural meals, age, age, disability, and there will be no discrimination in the course of the meal service. Meals will be provided at all sites listed on the attached form showing the specified food and times the meals. Any meals being picked up by a parent, must sign the parent pick up authorization form. Non-Congregate Sites in Rural Areas will be Grab-N-Go.

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) and other regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, disability, sex, or receipt or installation of prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the Agency (State or locality) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

We certify that the following table reflects correct and will reflect a Press Release containing the information.

Name of Media Outlet	Date of Scheduled Release
WCCN Radio	06/18/24
Marion Star & Enterprise (Newspaper)	06/18/24
WISN-TV (Television)	06/18/24

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I certify that the Public Release was to the above media outlet in full of all information requested for the Public Release, including a complete listing of all personnel and addresses and the non-discrimination statement.

*[Signature]* Director of Public Engagement  
*[Signature]* Date

SUMMER BREAK CAFÉ SITES 2024					
SITE	ADDRESS	DATE/DAYS	HOURS OF OPERATION	TYPES OF MEALS	
1. BLAKE CIRCLE	302 Blake Circle Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	12:00 pm - 12:30 pm	Lunch/Snack	
2. RELFY ROAD APT.	118 Relfy Road Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	11:10 am - 12:30 pm	Breakfast/Lunch	
3. BOULEVARD	300 Boulevard Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	5:30 pm - 7:30 pm	Snack/Supper	
4. CHIEF J. TOWN	800 Manning Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	1:00 pm - 2:00 pm	Breakfast/Lunch	
5. EASTBROOK	150 Eastbrook Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	11:40 am - 12:40 pm	Breakfast/Lunch	
6. CREATION	493 Creon St Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	11:00 am - 1:00 pm	Breakfast/Lunch	
7. MARION LIBRARY	1000 Highway 9 Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	10:00 am - 11:30 pm	Breakfast/Lunch	
8. JIMMY'S COURT	243 Jimmy Ct Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	10:30 am - 12:30 pm	Breakfast/Lunch	
9. MACDONALD LIFE SKILLS CENTER	1100 Donaghy St Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	4:00 pm - 7:00 pm	Snack/Supper	
10. MARION LIBRARY	1000 Highway 9 Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	11:00 am - 1:00 pm	Breakfast/Lunch	
11. PASA	330 N Main St Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	11:00 am - 1:00 pm	Breakfast/Lunch	
12. ROSEWOOD APT.	1011 Rosewood Dr. Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	10:30 am - 12:30 pm	Breakfast/Lunch	
13. SELLERS LIBRARY	1000 Highway 9 Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	10:00 am - 12:40 pm	Breakfast/Lunch	
14. STRAWBERRY ST APT.	112 Strawberry St Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	12:30 pm - 1:30 pm	Lunch/Snack	
15. ZEON COMMUNITY	1218 Zeon Road Marion, SC 29717	MONDAY - FRIDAY 06/18/24 - 07/12/24	12:00 pm - 1:30 pm	Breakfast/Lunch	

PASA BELIEVES IN EQUAL OPPORTUNITY AND JUSTICE FOR ALL

\*\*\*Meal times are subject to change through the period. Any questions, comments, or concerns about meal days or times please contact one of the following persons\*\*\*

### SITE CONTACT INFORMATION:

NAME	TITLE	PHONE	EMAIL
Jennifer Roberts	Director	843-230-1258	performs@pasaready@gmail.com
Michelle Brown	Asst. Director	644-641-9915	mbrown@pasaready.com
Tamara Menfrie	Admin	201-428-7183	tmene@pasaready.com



## ENGAGING POTENTIAL MEAL SITES

- Participating in Community events
- Facilitating Community giveaways
- Complete an outline of potential areas
- Target specific areas with many children and limited access to food
- Interested parties reach out to me



# IMPORTANCE OF PARTNERSHIPS

- City of Marion
- Marion County library
- Marion County School district
- Sports teams
- Churches
- Houses Authority
- Other nonprofit organizations
- Summer events (grab & go meals)





**Liannis Perez,  
Community Outreach, Burke  
County Public Schools**





## UNDERSTANDING MISSION, GOALS, CONTENT AND AUDIENCE

◆ Determine a consistent upload schedule.

◆ Understand your target demographic.

◆ Keep track of social media analytics.

◆ Encourage interaction with your posts.

◆ Engage directly with your audience online.

### Mission:

As a No Kid Hungry Youth Ambassador, my mission is to raise awareness about child hunger by creating engaging social media content and documenting impactful stories over the summer. Through these efforts, I aim to inspire community involvement and support for ending child hunger, highlighting the crucial work of No Kid Hungry in mobilizing resources and fostering empathy.

### Goals :

- **Raise Awareness:** Increase public understanding of child hunger issues through social media engagement.
- **Document Impact:** Journal the stories of individuals and communities affected by child hunger to illustrate the problem and the effectiveness of solutions.
- **Inspire Action:** Encourage community involvement and support for initiatives aimed at ending child hunger.
- **Support No Kid Hungry:** Highlight and promote the work of No Kid Hungry in mobilizing resources and solutions to combat child hunger.

## COMMUNITY OUTREACH

# SOCIAL MEDIA MARKETING

### → CONTENT DEVELOPMENT

PLAN AND CREATE ENGAGING SOCIAL MEDIA CONTENT ALIGNED WITH YOUR BRAND VOICE.

### → AESTHETIC VISUALS

CREATE VISUALLY APPEALING CONTENT THAT REINFORCES YOUR BRAND IDENTITY AND FITS YOUR VISUAL STYLE.

### → REAL-TIME ENGAGEMENT

INTERACT DIRECTLY WITH YOUR AUDIENCE ON SOCIAL MEDIA TO SHOW YOUR ENGAGEMENT.

### → METRICS AND ANALYTICS

REGULARLY TRACK KEY METRICS TO OPTIMIZE FUTURE CONTENT AND REFINE YOUR SOCIAL MEDIA STRATEGY.

### → HASHTAG STRATEGY

RESEARCH AND INCLUDE RELEVANT HASHTAGS IN YOUR POSTS TO MAXIMIZE YOUR REACH.

### → FEEDBACK

ASK FOR FEEDBACK FROM YOUR COMMUNITY OR AUDIENCE IN ORDER TO HAVE A CLEAR UNDERSTANDING OF WHAT IS WORKING AND WHAT ISN'T.

# MONTHLY CONTENT CALENDAR

# 06/2023

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31	01	02 Ambassador Introductory post ●	03	04
05 <b>THEME:</b> The Preparation Process Sneak Peak Post ●	06	07 Local meals resources post ●	08	09 Bus route tracker post ● Finalize weekly report ●	10	11
12 <b>THEME:</b> Behind the Scenes with production Sneak Peak Post ●	13	14 community feedback post ●	15	16 Finalize weekly report ●	17	18
19 <b>THEME:</b> The Distribution process Sneak Peak Post ●	20	21 No meals next week post ●	22	23 Finalize weekly report ●	24	25
26 <b>THEME:</b> Food Safety Awareness Sneak Peak Post ●	27	28	29	30 Finalize weekly report ●	01	02

(Goals)

Make 1 to 2 posts weekly  
Create engaging content

(Notes)

Make questionnaires for each week's theme.  
Engage with community in order to get great stories

Take pictures of everything

● Informative content  
● Sneak Peak  
● Other content

## Content Development :

- **Structured Scheduling:** Organizing goals and tasks in a calendar ensures consistent content creation and posting, preventing gaps in communication.
- **Regular Updates:** Posting 1-2 times per week keeps the community engaged and informed about ongoing efforts and achievements.
- **Content Quality:** Properly crafting content—clear, concise, and visually appealing—enhances readability and engagement.
- **Community Building:** Regular and well-crafted updates foster a sense of community and belonging among followers.
- **Goal Alignment:** Aligning posts with organizational goals helps maintain focus on key messages and strategic objectives.

# WEEKLY SOCIAL MEDIA

## Content Calendar

WEEK : 1/10

THEME: THE PREPARATION PROCESS

FRI	MON	TUE	WED	THU	TO DO
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AMBASSADOR  
INTRODUCTORY POST

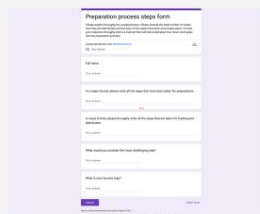
FACEBOOK & INSTAGRAM



infographic

NO POST/ PLANNING

CREATE GOOGLE FORMS  
QUESTIONNAIRES



google form

PROGRAM COMMENCENT  
POST

FACEBOOK & INSTAGRAM



informative content

NO POST/ CONTENT  
CREATION

WEEKLY REPORT



content

NO POST/ CONTENT  
CREATION

SNEAK PEEK FOR MONDAY



content

Create google form  
questionnaire

Introduce yourself to the  
community on social media

Observations

CAPTION AND HASHTAG

"Meet our No Kid Hungry Brand Ambassador Liannis Perez! This summer she will be our story telling staff member and make sure our community is updated."

#nokidhungry #Sharesummer #Summerfeedingprogram

GOOGLE FORM QUESTIONNAIRE

The preparation process questionnaire

focus on:  
"Ensure employees complete the form to streamline weekly content creation"

CAPTION AND HASHTAG

"Our summer feeding program starts next week!  
STAY UPDATED! Scan the QR code to track our bus routes and see more information."

#nokidhungry #Sharesummer #Summerfeedingprogram

WEEKLY REPORT

"Finalize all questionnaire responses, transform them into an informative story and a weekly report.  
Additionally, begin brainstorming ideas for media content."

focus on:  
"Detailed story making, Improving community outreach"

CONTENT CREATION

"Begin the process of making a sneak peek post for next week summer meal box and schedule the post"  
focus on:  
"creating interactive yet informative content. refer to schedule "

## MEDIA OUTREACH

Facebook

Shares: 19 shares  
Likes: 16 likes

Instagram

Shares: 4 shares  
Likes: 8 likes

# Content:

**Burke County Public Schools Farm to School is with No Kid Hungry.**  
Jun 2, 2023 · 🌱

Meet our No Kid Hungry Brand Ambassador Liannis Perez! This summer she will be our story telling staff member and make sure our community is updated about the summer feeding program by managing our social media.  
[#nokidhungry #sharesummer #summerfeedingprogram](#)

*Hello*

My name is Liannis Perez Matos, however I am mostly known as Lia. I am a Burke County High School and Augusta Technical College Alumni. It is a pleasure to announce that I will be representing No Kid Hungry this summer through Burke County Public Schools by creating social media content, journaling the summer feeding program process, as well as getting testimonials and pictures of our local families. I will be attending Georgia Southern University during the fall of 2023 and Dual majoring in Marketing and Elementary Education.

**LIANNIS PEREZ**  
No Kid Hungry  
Brand Ambassador

contact

- 706-651-2274
- liannisperetz2@gmail.com
- www.nokidhungry.org
- @liannis.perez

**Introduce yourself effectively to establish a personal connection with your audience, enhancing community engagement.**

**Burke County Public Schools Farm to School is with No Kid Hungry.**  
Jun 2, 2023 · 🌱

Our Summer Feeding Program starts next week! 🍌

STAY UPDATED! Click the QR code to track our bus routes and see more information!  
[#nokidhungry #NoKidHungry #sharesummer](#)

STARTS: JUNE 5TH, 2023

**2023 Summer Meal Program**

STAY UPDATED!

Follow us!  
on social media

@ HARVEST\_BRIGHT

@ BURKE COUNTY PUBLIC SCHOOLS FARM TO SCHOOL

**Inform the community about the various channels available to stay updated.**

**Burke County Public Schools Farm to School**  
Jun 5, 2023 · 🌱

Summer feeding starts this week!

Here's a Sneak peek at one of our weekly fruits.  
[#NoKidHungry #sharesummer #SummerFeedingProgram](#)

BURKE COI PUBLIC SCHO

**Sneak PEEK**

Here's a peek at next week's Fresh Fruit choice!  
Swipe to see more nutritional facts about blueberries and recipes!

**DID YOU KNOW**

Antioxidants, vitamins, and minerals included in blueberries have significant positive effects on heart, brain, and cognitive health. Blueberries are also a rich source of vitamin K, which is crucial for promoting heart health. Along with bone health and blood coagulation, the vitamin is crucial for both.

SCAN ME!

FOR HEALTHY BLUEBERRY RECIPES!

**Establish a stable concept for content. For instance, every Monday, I'd share a sneak peek of our meal box contents, effectively increasing traffic and enhancing community engagement on our social media platforms.**

**Burke County Public Schools Farm to School is with No Kid Hungry.**  
Jun 7, 2023 · 🌱

Not a Burke county resident and need summer meals? Here are a couple of other organizations that offer free summer meals. Simply scan the QR code or click on the links below to find resources on local feeding spots!

<https://www.nokidhungry.org/find-free-meals> - No Kid Hungry map  
<https://www.fns.usda.gov/meals4kids>- USDA map  
[#nokidhungry #sharesummer #summerfeedingprogram](#)

NO KID HUNGRY X BURKE COUNTY

**NEED FREE SUMMER MEALS?**

**NO PROBLEM!!!**

Find your nearest local feeding spots through the following QR codes.

**Mission Visibility:** Demonstrate our commitment to achieving our goals and showcase the impact of our efforts to the community.

**Resource Sharing:** Provide information on where both local and distant communities can access summer meals, enhancing support and outreach.

Start a new form



Blank form



Contact Information



RSVP



Party Invite



T-Shirt Sign Up



Event Registration

Template gallery

Recent forms

Owned by anyone

Food safety and handling ...  
Opened 2:34 AMThe distribution process ...  
Opened 2:34 AMPreparation process step...  
Opened Apr 14, 2024Beneficiary Questionnaire  
Opened Jul 18, 2023"Behind the scene" Quest...  
Opened Jun 8, 2023Summer Feeding Progra...  
Opened May 31, 2023

## Audience :

**Audience Understanding:** Tailor content to resonate with specific demographics, ensuring relevance and maximizing engagement for impactful outreach.

**Convenient Feedback:** Utilize Google Forms to collect stories and feedback at the community's convenience, fostering participation while respecting privacy, comfort, and trust.

# Recruiting and Partnerships

**Recruitment Channels:** Utilize online job boards, social media platforms, and local community centers to attract skilled workers and dedicated volunteers.

**Youth Engagement:** Collaborate with schools, universities, and youth organizations to mobilize young volunteers and raise awareness.

**Corporate Partnerships:** Forge partnerships with local businesses and major corporations for funding, resources, and joint initiatives.



As our summer feeding program comes to an end, we would like to say that it has been a pleasure providing our Burke County families with summer meal boxes. We'd also like to thank everyone that has made this program possible!



# Q&A

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## Stay in Touch!

Subscribe to our newsletter:

[www.bestpractices.nokidhungry.org/subscribe](http://www.bestpractices.nokidhungry.org/subscribe)

Visit our website:

[www.bestpractices.nokidhungry.org](http://www.bestpractices.nokidhungry.org)







## Your Feedback is Appreciated!

At the conclusion of this webinar, a 5-question survey will open in your browser window.

Please take a moment to complete it.





# Thank You for Attending!

## Joshua Proffitt

Program Manager

**No Kid Hungry Florida**

Pronouns: He/Him/His

t: 804.501.8466

[NoKidHungry.org/Florida](https://NoKidHungry.org/Florida)

