



Beyond the Flyer

Next-Level Promotion
for Summer Meals
Success

May 20, 2026



Things to Know Before 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
- Announcements
- Sponsor Outreach Strategies
- Social Media Strategies
- Summer Meals Outreach Toolkit
- Q&A and Closing



Announcements





Summer Food Resources

Scroll to:

SUMMER EBT ↓

FIND A SUMMER MEALS SITE ↓

Our summer resource hub at nokidhungry.org/help (*English*) & nokidhungry.org/ayuda (*Spanish*) directs families to summer meal sites via the USDA's site finder, the National Hunger Hotline, and Summer EBT information. Please include this resource in your summer outreach to families!

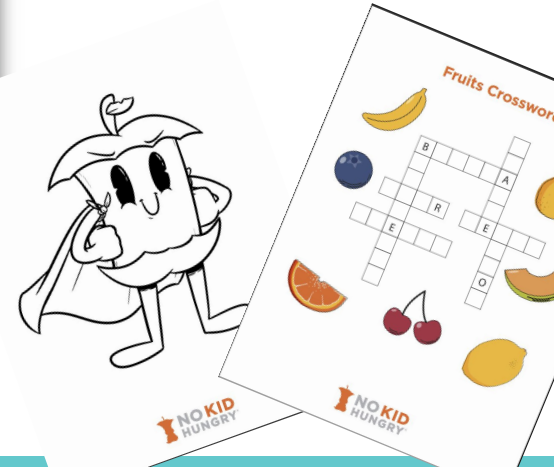
Download Your Activity Guide

Whether it's on your own or with the kids in your life, we hope you enjoy digging into some food-themed fun!



DOWNLOAD NOW

Kid's
Activity
Guide from
No Kid
Hungry



Summertime Snack



Join No Kid Hungry's monthly newsletter to receive access to:

- *Summer Meals Webinars*
- *Summer Resources*
- *Summer Templates*
- *Summer Tools and more!*

SUBSCRIBE TO OUR NEWSLETTER!

bestpractices.nokidhungry.org/subscribe



Final Webinar in Our 2026 Summer Series!

**Wednesday, June 10th 12pm
PT/ 3pm ET**



Home Delivery Models and How They Could Work for Your Community

Speakers:

- **Holly Donovan**- Director, Program Innovation at No Kid Hungry
- **Samantha King**- Senior Manager, Program Innovation at No Kid Hungry
- **Jill Slabey**- Senior Product Manager, Amazon - Logistics for Good

Disclaimer

Our speakers represent their own experience with non-congregate summer meal programs in their states and localities. Certain program models and implementation methods may be restricted in some states. Check with your local state agency before implementing any new meal service models or implementation methods.

Meet Our Speakers



**Sarah Littmann,
MS, RD, SNS**

Director of Food &
Nutrition Services
Triton Regional
School District



Lexi Wilcher

Community
Management
Associate
Share Our
Strength



Megan Cantrell

Digital Director
Share Our Strength

Sarah Littmann, MS, RD, SNS

Director of Food & Nutrition
Services
Triton Regional School District





Triton Regional School District

2500 Students

Pre-K to Grade 12

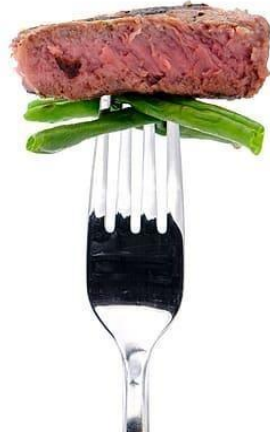
3 towns

5 Schools

32 Food Service Employees



The Stakeholders



Understanding your Audience



- Students
- Parents
- School staff – Teachers, Coaches, Custodians
- School District leaders
- Community partners



Marketing: COMMUNITY PARTNERS



Family Connections
 Newbury, Rowley, Salisbury, Newburyport, West Newbury
 Groveland, Merrimac, Amesbury & Haverhill



CFCE Family Connections

July 8, 2025 · 🌐

On Wednesdays, at Lions Park in Salisbury, from 9:30am-11am children ages 0-6 can enjoy a story, craft, and play. Then stay for FREE lunch from 11am-1pm (available to all kids under 18, courtesy of Triton Food Services)! *Kids must be present to receive meal and eat lunch at the park. Check out the menu here: <https://tritonschools.org/.../food-services.../wic-b963f44c>



AGES 0-6	AGES 7-12	AGES 13-18	AGES 19-25	AGES 26-35
Monday 10:00 - 11am NEWBURYPORT group in the Park	Tuesday 10:00 - 11am SALISBURY Summer at the Beach Story Hour	Wednesday 9:30 - 11am SALISBURY Story, Craft & Play	Thursday 9:30 - 11am NEWBURY Story & STEAM <small>Science, Technology, Engineering, Arts & Math</small>	Friday 9:30 - 11am GROVELAND Playgroup
Woods Location: 7/7, 7/28, 8/4, 8/11 Human Park Ground: 7/4, 7/21, 8/8	Salisbury Beach Meet across from the carousel	Lions Park	Newbury Town Library *This playgroup ends on 8/14* Register under EVENTS at newburylibrary.org	Pines R Play
Facilitator: Ashley	Facilitator: Cindy	Facilitator: Cindy	Facilitator: Cindy	Facilitator: Cindy

FREE! SUMMER playgroups

AGES 0-6 JULY 7 - AUGUST 22

KIDS EAT FREE

AGES 13-18 AND UNDER. NO REGISTRATION OR I.D. REQUIRED

July 7 - August 8
 11 AM - 1 PM

Lion's Park
 Lions Way, Salisbury, MA 01952

On-Site Lunch with Fun Activities!

Register under EVENTS at newburylibrary.org

Facilitator: Cindy

PROJECT BREAD

desē

ctbread.org/summereats

Ipswich
 ReCreation & Culture



Just show up to as many as you'd like!
 *Continuation programs are funded by the Massachusetts Coordinated Family & Community Engagement (CFCE) grant
 funded by the State Regional School Districts by the Massachusetts Department of Elementary Education and Care (DEEC) serving
 Andover, Haverhill, Merrimack, Newburyport, Rowley, Salisbury, West Newbury, Groveland, Merrimac, Amesbury & Haverhill

No registrations
 (except for Thursdays)

Marketing: COMMUNITY PARTNERS

Flyers & A-Frames
Banner
Lawn Signs



Marketing: ANTI-HUNGER ORGANIZATIONS



 Newbury Food Pantry is with tritonfoodservices.
July 2, 2025 · 🌐

Free summer meals are back this year, care of @tritonfoodservices 🍌🍌🍌 #summer #freemeals #community #tritonfoodservices

TRITON

FREE

SUMMER EATS

SUMMER MEALS

MEALS PROVIDED BY:
Triton Food Services




JULY 7 - AUG 8
MON-FRI

KIDS & TEENS 18 & UNDER
No Application - No Registration

Marketing: LEGISLATIVE PARTNERS



 **Kristin Kassner State Representative 2nd Essex District**
July 21 at 10:13 PM · 🌐
[Triton Food Services](#) you are doing amazing work fighting food insecurity.



FREE MEALS

GOOD VIBES



SUMMER FUN

Triton MS/HS, NES, PGS, Ipswich Utilities

FIND A MEAL SITE NEAR YOU AT
www.projectbread.org/summereats

 **Triton Food Services**
July 21 at 7:09 PM · 🌐
Two weeks in and we have served OVER 5,000 MEALS!

  You and 9 others  1 comment

 Love  Comment  Send  Share



 **State Senator Bruce Tarr**
May 7 at 6:13 PM · 🌐

FREE SUMMER MEALS

MEALS PROVIDED BY:
Triton Food Services



Marketing: SOCIAL MEDIA



Triton Food Services

July 1, 2024 · 🌐

Our FREE Summer meals program starts ONE WEEK FROM TODAY! All kids and teens 18 & under from ANY town can come to any of these sites for a meal. We can't wait to see/feed you!



SITE ADDRESS	DAYS	DATES	TIME	MEAL TYPE	MEALS SERVED
Lion's Park, Salisbury	Monday - Friday	July 8th - Aug 9th	11AM - 1PM	On-Site Pavilion	Lunch
Ace Gymnastics 91 Turnpike Rd, Ipswich	Monday - Friday	July 8th - Aug 9th	11AM - 1PM	GRAB AND GO	Lunch & Next Day Breakfast Weekend meals distributed on Fridays
Ipswich Utilities Dept 272 High St, Ipswich	Monday - Friday	July 8th - Aug 9th	11AM - 1PM	GRAB AND GO	Lunch & Next Day Breakfast Weekend meals distributed on Fridays

www.projectbread.org/summereats



Meals from Triton Food Services



See insights and ads

Boost post



Salisbury Public Library and 9 others

42 shares

NEWSLETTER

Family Connections

Newbury, Rowley, Salisbury & Newburyport

Family Connections CFCE is your local Coordinated Family & Community Engagement grantee! We offer FREE story times, playgroups, workshops, parenting classes, developmental screenings, community events, and access to comprehensive services... anything to create a strong foundation for our children, our families, and our community! link.tritonfoodservices.org

LOOK for Family Connections at the following Community Events throughout the summer:

- Rowley Public Library Outdoor Storytime: July 8 & July 22
- Rowley Watercoloring Family Drop: August 9
- Newbury Town Dog August 17
- Salisbury Fair in the Square: September 23

ASQ: Wondering about your child's development?

Access this free Screening Tool to gain a snapshot of your child's development at this point in time. This screening is for your information only and will never be shared.

<https://www.asqonline.com/familyconnections>



Our SUMMER schedule is here! Registration is required for Ticker Summer Series. All other programs, just show up! See page two for more flyers and links.

Family Connections

COMMUNITY EVENTS

TIPICK SUMMER SERIES

NEWBURYPORT

July 12

August 16

August 30

September 13

September 27

October 11

October 25

November 8

November 22

December 6

December 20

January 3

January 17

February 7

February 21

March 7

March 21

April 4

April 18

May 2

May 16

May 30

June 13

June 27

July 11

July 25

August 8

August 22

September 5

September 19

October 3

October 17

October 31



Salisbury Youth Coalition

June 6, 2024 · 🌐

Check out [Family Connections of Newbury, Rowley, Salisbury & Newburyport CFCE](#) summer offerings. All of the Family Connections programs are FREE and open to all, regardl... [See more](#)

Marketing: COMMUNITY EVENTS



MARKETING – OLD SCHOOL



FREE SUMMER MEALS

MEALS PROVIDED BY:
Triton Food Services



**JULY 7 - AUG 8
MON-FRI**

KIDS & TEENS 18 & UNDER
No Application - No Registration

- ➔ **LION'S PARK, SALISBURY**
11AM-1PM, LUNCH AT PARK
- ➔ **TRITON MS/HS****
11AM - 1PM, BREAKFAST & LUNCH
- ➔ **NEWBURY ELEMENTARY****
12PM-1PM, BREAKFAST & LUNCH
- ➔ **PINE GROVE ELEMENTARY****
10AM-11AM, BREAKFAST & LUNCH

****GRAB AND GO****

@TritonFoodServices



FREE SUMMER MEALS

FOR ALL KIDS & TEENS 18 & UNDER
No Application - No Registration



**JULY 7 - AUG 8
MON-FRI
11 AM - 1 PM**

**GRAB AND GO meals from
Triton Food Services**



**IPSWICH UTILITIES DEPARTMENT
272 HIGH ST, IPSWICH**

Breakfast and Lunch provided daily
Wellness Fun Fridays w/ giveaways!

@TritonFoodServices



FREE SUMMER MEALS

MEALS PROVIDED BY:
Triton Food Services



**JULY 7 - AUG 8
MON-FRI**

KIDS & TEENS 18 & UNDER
No Application - No Registration

- ➔ **LION'S PARK, SALISBURY**
11AM-1PM, LUNCH AT PARK
- ➔ **TRITON MS/HS****
11AM - 1PM, BREAKFAST & LUNCH
- ➔ **PINE GROVE ELEMENTARY****
10AM-11AM, BREAKFAST & LUNCH
- ➔ **NEWBURY ELEMENTARY****
12PM-1PM, BREAKFAST & LUNCH
- ➔ **IPSWICH UTILITIES DEPT****
11AM-1PM, BREAKFAST & LUNCH

****GRAB AND GO****

@TritonFoodServices



MARKETING – OLD SCHOOL



MARKETING – OLD SCHOOL



Places to Hang Ipswich Posters				
Name	Address	Town	Person to Hang	
Dairy Queen	158 High St	Ipswich	Steph	
Zumi's	40 Market St.	Ipswich	Steph	
Little Wolf	129 High St.	Ipswich	Steph	
Shaw's	146 High St	Ipswich	Steph	
Henry's Toy Store	3 Market St	Ipswich	Steph	
Town Hall	25 Green St	Ipswich	Steph	
Three Peas Bakery		Rowley	Steph	
Library	25 N Main St	Ipswich	Steph	
First Presbyterian Church Northshore	179 County Rd	Ipswich	Steph	

Lion's Park Posters				
Name	Address	Town	Person to Hang	
Salisbury Town Hall	5 Beach Rd	Salisbury	Adria	
Dunkin Donuts (Downtown and by Fast Freddie's)	61 Main St	Salisbury	Adria	
Library	17 Elm St	Salisbury	Adria	
Pettingil House	13 Lafayette Rd	Salisbury	Adria	
Food Pantry	114 Bridge Rd	Salisbury	Adria	
Laundromat	6 Elm St A	Salisbury	Adria	
Post Office?	6 Elm St C	Salisbury	Adria	
Salisbury House of Pizza	2 Beach Rd	Salisbury	Adria	
Black Bear Campground	54 Main St	Salisbury	Adria	
Joe's Playland	15 Broadway	Salisbury	Adria	
Dollar Tree	208 Elm St	Salisbury	Adria	

Marketing: Cold Calling/Emailing

				All sites Posters		
				Name	Address	Town
Majestic Harbors School	Daycares	414R Haverhill St., Rowley, MA 01969	Rowley	Anna Jaques Hospital		
Milestones Childcare	Daycares	167 Elm St Unit 10	Salisbury	Spencer Pierce Little Farm	5 Little's Ln	
Kindercare	Daycares	151 Low St, Newburyport MA 01950	Newburyport	Town Social Media Pages	-	All
Riverside Pediatric Dentistry	Dentists	194r Main St. Unit 2, Amesbury, MA 01913	Amesbury	Market Basket	231 Newburyport Turnpike	Rowley
Great Marsh Pediatric Dentistry	Dentists	entral Street, Unit 101, Georgetown, MA 0	Georgetown	Kraken Gaming		Rowley
Georgetown Dental Partners	Dentists	25 E Main St, Georgetown, MA 01833	Georgetown	Small Hands Big Feats Day Care		Rowley
Newburyport Pediatric Dentistry PC	Dentists	3raf Road, Suite 2A, Newburyport, MA 019	Newburyport	Majestic Harbor Day care		Rowley
Rowley Family Dental Center	Dentists	434 Haverhill St, Rowley, MA 01969	Rowley	A bright beginning Day Care		Rowley
Topsfield Dental Associates	Dentists	11th Main Street, Topsfield, Massachusetts	Topsfield	Parker River Community Preschool		Rowley
Georgetown Peabody Library	Libraries	2 Maple Street Georgetown, MA 01833	Georgetown	Post Office		Rowley
Newbury Town Library	Libraries	0 Lunt Street, Byfield, MA 01922	Newbury	Richdale	125 Main St	Rowley
GAR Memorial Library	Libraries	490 Main Street West Newbury, MA 019	Newbury	Muddy Creek Animal Care Center		Rowley
Newburyport Public Library	Libraries	94 State St, Newburyport, MA 01950	Newburyport	Tendercrop Farm	108 High Rd	Newbury
Rowley Public Library	Libraries	141 Main St. Rowley, MA 01969	Rowley	Colby Farm	50 Scotland Rd	Newbury
Salisbury Public Library	Libraries	17 Elm St, Salisbury MA 01952	Salisbury	Newbury Golf Center (Kids camps through sun	131 Scotland Rd	Newbury
Family Care Associates	Medical Buildings	66 Main Street, Georgetown, MA 01833	Georgetown	Marini Farm	259 Linebrook Rd	Ipswich
Beacon Family Medicine	Medical Buildings	130 County Rd STE G, Ipswich, MA 01938	Ipswich	Northern lights Farm Stand	243 High St	Ipswich
Yafa Health	Medical Buildings	0 County Road, Suite B, Ipswich, MA 019	Ipswich	Ace Gymnastics		Ipswich
Rebalanced Wellness	Medical Buildings	58 Central St Unit 1-2, Ipswich MA, 01938	Ipswich	White Farms Ice Cream	326 High St	Ipswich
				Graf Ice Rink		Newburyport
				Shaws	45 Storey Ave	Newburyport
				Riverside Pediatrics	18 Highland Avenue	Newburyport
				Children's Healthcare	257 Low Street	Newburyport
				North Shore Physicians Group	414 Haverhill Street	Rowley
				North Shore Montessori School	121 Wethersfield Street	Rowley
				First Baptist Church of Rowley	147 Main St	Rowley
				Library		Byfield
				Wyatt's Market		Byfield

Boosting Engagement & Participation

PROMOTIONS



 Triton Food Services is at Ipswich Utilities Department
July 19 · Ipswich · 🌐

WELLNESS FUN FRIDAY!! Get a FREE lunch tote with every meal bag served! Also a registered dietitian will be available for all of your school nutrition questions! What a beautiful day to talk about and enjoy food 🥕🥦🍌🍎🥑

Fun Friday starts at 11am at the Ipswich Utilities Department! We can't wait to see you!



Wellness Fun Fridays!

Boosting Engagement & Participation

GIVEAWAYS

NES & PGS Fun Friday Giveaways:

Week 1: [Slap Bracelets](#)

Week 2: [Make a Face Stickers](#)

Week 3: [Temporary Tattoos](#)

Week 4: [Silicone Bracelets](#)

Week 5: [Scented Sticker Sheets](#)



THANK YOU!



TFS Contact &
Social Media

Megan Cantrell
Digital Director
Share Our Strength

Lexi Wilcher
Associate, Social Media
Share Our Strength



SOCIAL MEDIA 101

Social media can be intimidating, but it doesn't have to be! Half the battle is just getting started.

Common Questions

1. **Where do I post?** The first thing to figure out is who your audience is and where they are and identify platform content norms. LinkedIn is great for niche individuals, businesses, etc. While Facebook, Instagram, X and/or Threads are great for community building.
2. **Should I use hashtags?** Hashtags are great for tracking purposes! Picking a dedicated hashtag (ex: #EndSummerHunger, our hashtag for summer) allows us to track all of the posts that the hashtag was used on. Hashtags can help with potential reach and visibility of posts.
3. **Should I tag other accounts?** Long story short, yes! Tagging other accounts relevant to your post can help bump reach and visibility especially if shared by the tagged accounts. It also helps to build brand awareness and trust with audiences on social media platforms.
4. **How often should I post?** Consistency is more important than frequency with social media. Algorithms favor quality content over quantity. Post what works best for your needs, workflow and goals. But, if you need a number. 3-5 times per week (on specified platforms) is a safe starting point. This excludes Instagram and Facebook stories which you can post on daily!



Common Questions Continued

5. What do I post?

Instagram: best for short-form video (Reels), Carousel posts and Instagram stories - visual storytelling, behind-the-scenes, high-quality images.

Facebook: best for building community and interacting. Types of content include, short-form video, posts with external links (blogs, websites, etc.), building community by engaging in comments.

LinkedIn: best for major updates, professional insights, text-based posts, image or network sharing. Building authority and sharing professional value and updates on more of the programmatic or assets-based news.

X (Twitter) & Threads: best for real time updates, short text, breaking news and updates.

YouTube: best for long-form education videos, tutorial-based, or “how-to” videos are best.



BONUS TIPS

1. Review your data. Every brand's audience will have their own expectations of what you post and what they like you posting.
2. Video content, particularly short-form is most effective across platforms
3. If video is not possible, informational graphics are a way to create sharable and informative content
4. Consistency is key. With branding, messaging, posting, etc.

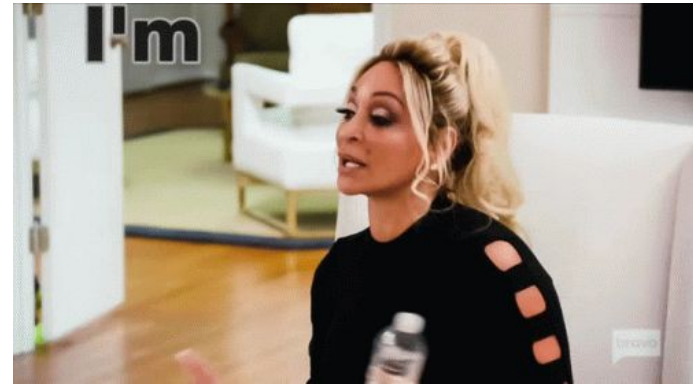
Social Media 101: Do's and Don'ts

Do

- **Do keep it simple.** One clear message per post always wins.
- **Do include a clear call-to-action.** Tell people exactly what to do (donate, share, click, sign up).
- **Do stay on-brand.** Use consistent tone, colors, and messaging.
- **Do engage back.** Reply to comments, like responses, build community.
- **Do post consistently.** Showing up regularly matters more than being perfect.

Don't

- **Don't overload with info.** If it looks like homework, people will scroll.
- **Don't always make it about you.** Focus on the audience and the impact.
- **Don't post and ghost.** Engagement is part of the job.



Community Management 101

What is Community Management? 🤔

Community management is the practice of actively engaging with your audience across social media platforms. This includes (but not limited to!) responding to comments, answering questions, and fostering meaningful conversations. It's how organizations build trust, stay visible, and create a sense of connection with their community.

3 Ways To Leverage Community Management

FAQ Sheet Preparation: Take time to build a FAQ sheet that captures the most common questions your audience may have. Having these answers ready means your team can respond quickly and consistently, no matter who's managing the account that day. A FAQ sheet keeps your messaging accurate and saves valuable time.

Respond: When you reply to comments, the algorithm takes notice. Platforms like Facebook and Instagram are designed to reward active conversations by pushing your content to more feeds. Every reply is an opportunity to show up for your community *and* expand your reach to families who may not have seen your post yet.

Share: An underutilized tool in community management is collaboration. Actively share your content with local organizations, community groups, and partner agencies who serve the same families you do. Tag them in your posts, ask them to reshare, and return the favor. Schools, churches, libraries, food banks, and neighborhood associations are all potential allies who already have the trust of your target audience.

Bonus: Join or create local Facebook Groups where community members gather and share resources, dropping your program information there puts it directly in front of the people who need it most. The goal is to make your content travel further than your own following can carry it.



No Kid Hungry
Summer Meals
Outreach Toolkit



Free Meals To-Go
for kids and teens 18 & under

Location(s): _____ Times(s): _____ Days: _____

For more information:



Comidas gratis de verano a domicilio
para niños y adolescentes menores de 18

Para más información:



Free Summer Meals
for kids and teens 18 & under

Subheading Goes Here

Delete the following and fill in your program information here

This template is ideal for sponsors who are serving congregational meals and would like to advertise multiple sites on one flyer.

Be sure to include the following details about your program:

- Congregational Program rules:
 - No application or registration is required!
 - Meals must be consumed on-site.
- Optional Items:
 - Menu information
 - Information about any activities offered (if applicable)
- Sponsor contact information (website, phone number, etc.)
- Sponsor Logo

Delete the fruits if needed
DO NOT resize or move
Remember to delete this box before printing



Comidas gratis para llevar
para niños y adolescentes menores de 18

Lugar(es): J.L. Francis Elementary School Thomas Jefferson High School	Hora(s): 12 pm - 5 pm 4 pm - 6 pm	Día(s): Lunes, martes y viernes
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Para más información:

Delete the following and replace with your program information
Este plantel es ideal para patrocinadores que sirven comidas no congregacionales y desean anunciar 12 sitios de comidas.

Asegúrese de incluir los siguientes detalles sobre su programa:
Los padres o tutores pueden recoger comidas para que sus hijos las coman en casa.

Cantidad y tipo de comidas proporcionadas (¿días de desayuno, ¿días de almuerzo, etc.)
Otra información o instrucciones para la recolección de comidas



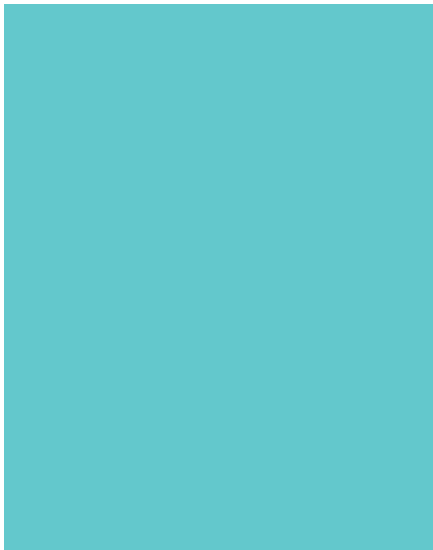
The Summer Meals Outreach Toolkit

- Flyers, Yard Signs
- Editable Plug-And-Play Flyers
- Social Media Graphics & Posts
- Announcement Language
- Template Letters
- Template Press Release
- **English & Spanish!**



Q & A Time





Resources & More

[Summer Meals Outreach Toolkit](#)

[No Kid Hungry Summer Resource Hub](#)

[Kids Activity Guide from No Kid Hungry](#)

[Co-Creating Non-Congregate Summer Meals: Engaging Your Community to Design Your Program](#)

Visit our Center for Best Practices for more summer meal resources and webinars:

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.

A young boy with short brown hair, wearing a white t-shirt, is leaning on a yellow metal railing of a playground structure. He is looking directly at the camera with a slight smile. The background is a lush green park with trees and foliage. A teal rectangular box is overlaid on the left side of the image, containing the text "THANK YOU" in white, uppercase letters.

THANK YOU