

# Amplifying Impact Through Summer Meals Marketing & Outreach

Tuesday, May 9  
2:00-3:00 PM Eastern



[BESTPRACTICES.NOKIDHUNGRY.ORG](http://BESTPRACTICES.NOKIDHUNGRY.ORG)





center for BEST  
PRACTICES

Thanks to Our Sponsor:





center for BEST  
PRACTICES

## Welcome to Our Panelists:

Meredith Brandt, Manager  
Federal Advocacy & Public Affairs  
Share Our Strength's No Kid Hungry Campaign

Sarah Steely, Outreach Associate  
No Kid Hungry Virginia



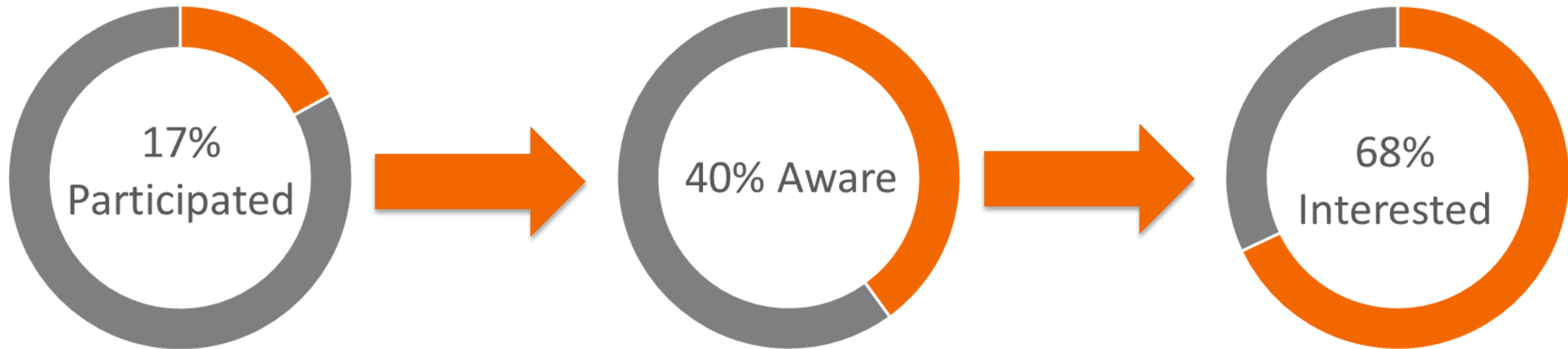
center for BEST  
PRACTICES

## Agenda

1. The Importance of Program Marketing
2. Key Steps to Develop Your Marketing Strategy
3. Marketing Case Study: No Kid Hungry Virginia
4. Resources to Support Marketing & Outreach

# 1. THE IMPORTANCE OF PROGRAM MARKETING

---



2013 Share Our Strength  
National Summer Meals Survey

## THE IMPORTANCE OF PROGRAM MARKETING

---

### Opportunities:

- Right message reaches your target audience at the right time
- Your audience responds appropriately
- Impact of existing efforts are amplified

**Force Multiplier**

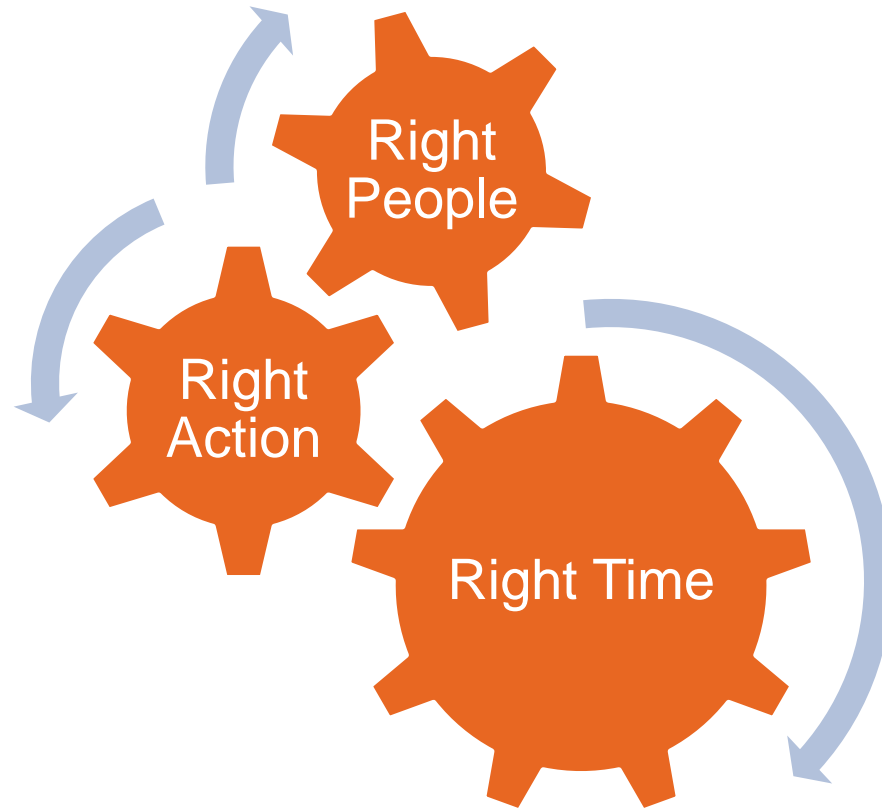
### Pitfalls:

- Muddled message reaches your target audience
- The wrong people are targeted with your message

**Diminishing Returns**

## BUILD A STRATEGIC PLAN

---



## BUILD A STRATEGIC PLAN

---



Strategy drives tactics, not the other way around.





center for BEST  
PRACTICES

## Agenda

1. The Importance of Program Marketing
2. Key Steps to Develop Your Marketing Strategy
3. Marketing Case Study: No Kid Hungry Virginia
4. Resources to Support Marketing & Outreach

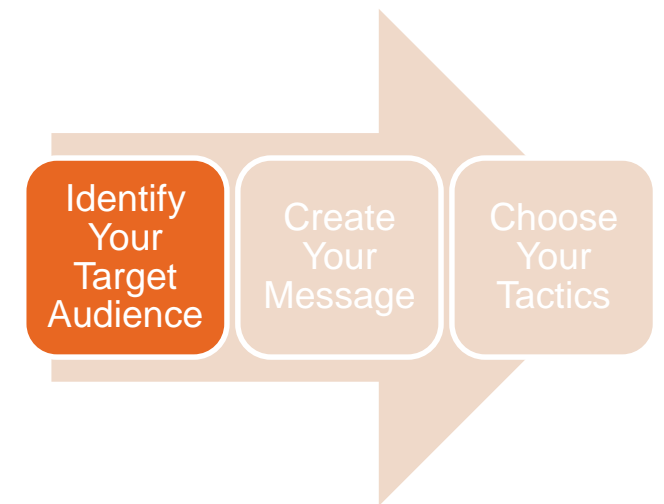
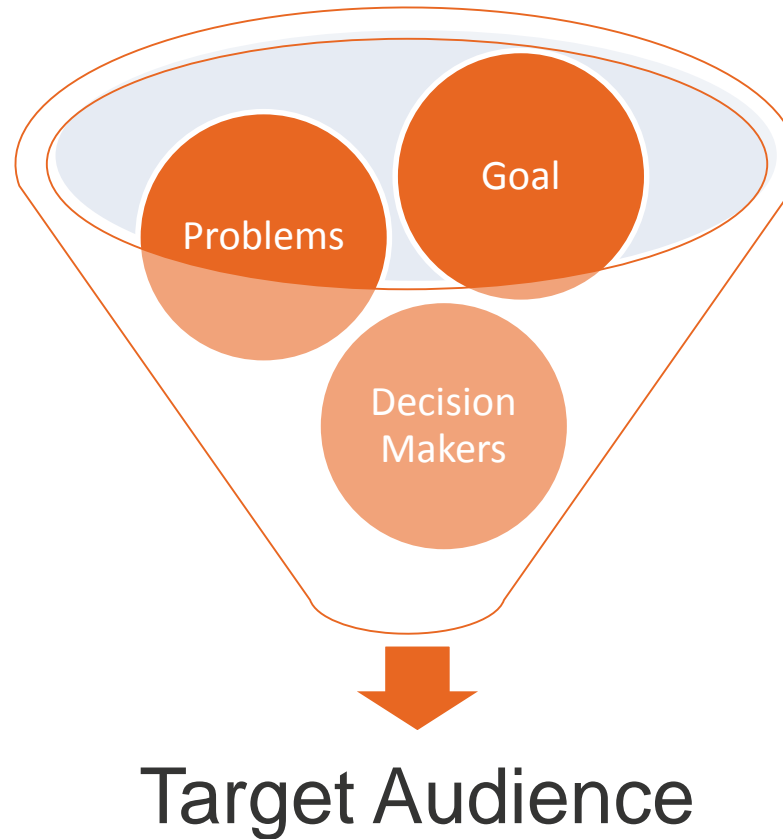
## 2. THREE KEY STEPS TO DEVELOP YOUR MARKETING STRATEGY

---



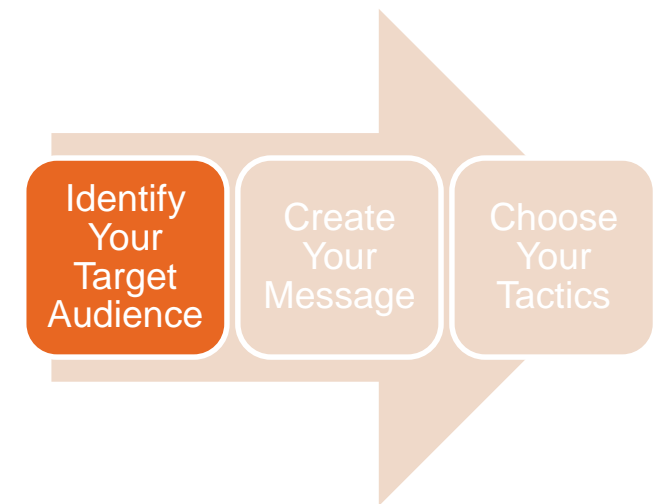
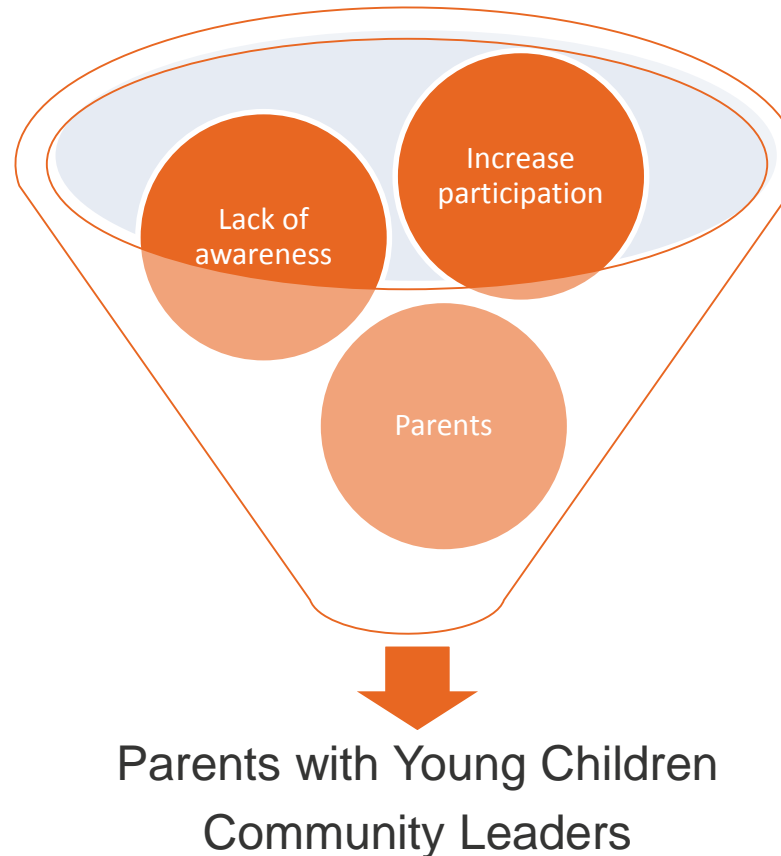
## STEP ONE: IDENTIFY YOUR TARGET AUDIENCE

- **Goal:** 1-3 specific things you are trying to accomplish
- **Problems:** Specific obstacles or barriers to achieving your goals
- **Decision Makers:** Specific people or groups with power to make your goals a reality

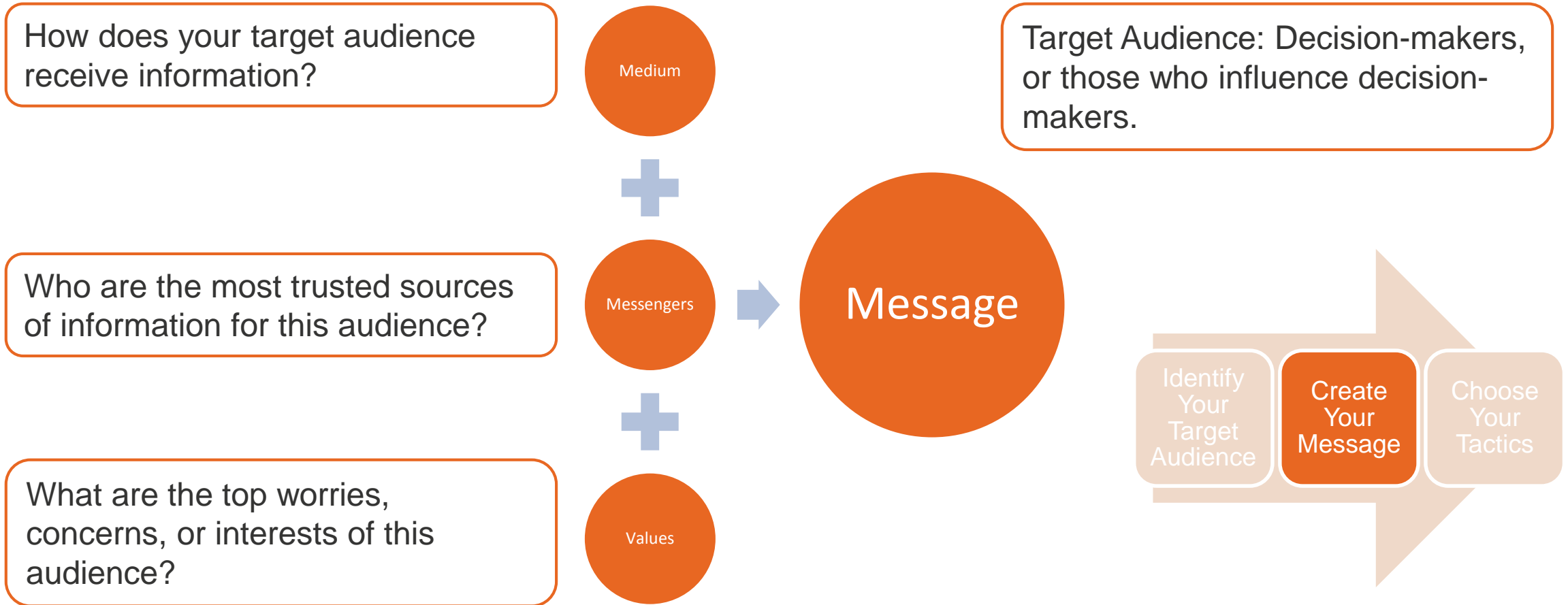


## IDENTIFY YOUR TARGET AUDIENCE: EXAMPLE

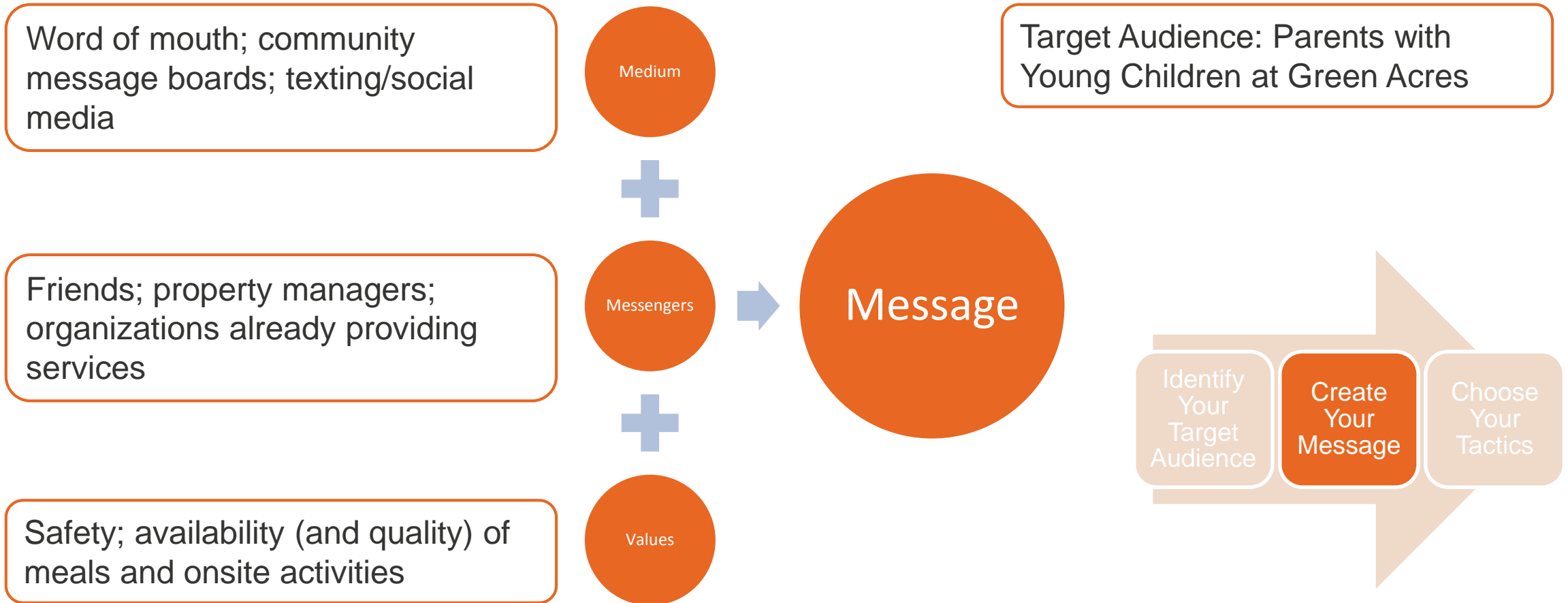
- **Goal:** Increase summer meals participation by young children at Green Acres public housing site
- **Problems:** Families are unaware that programs exist, or don't know how to participate; safety concerns
- **Decision Makers:** Parents are the ultimate decision-makers, especially for young children



## STEP TWO: CREATE YOUR MESSAGE



## CREATE YOUR MESSAGE: EXAMPLE



## CREATE YOUR MESSAGE

---



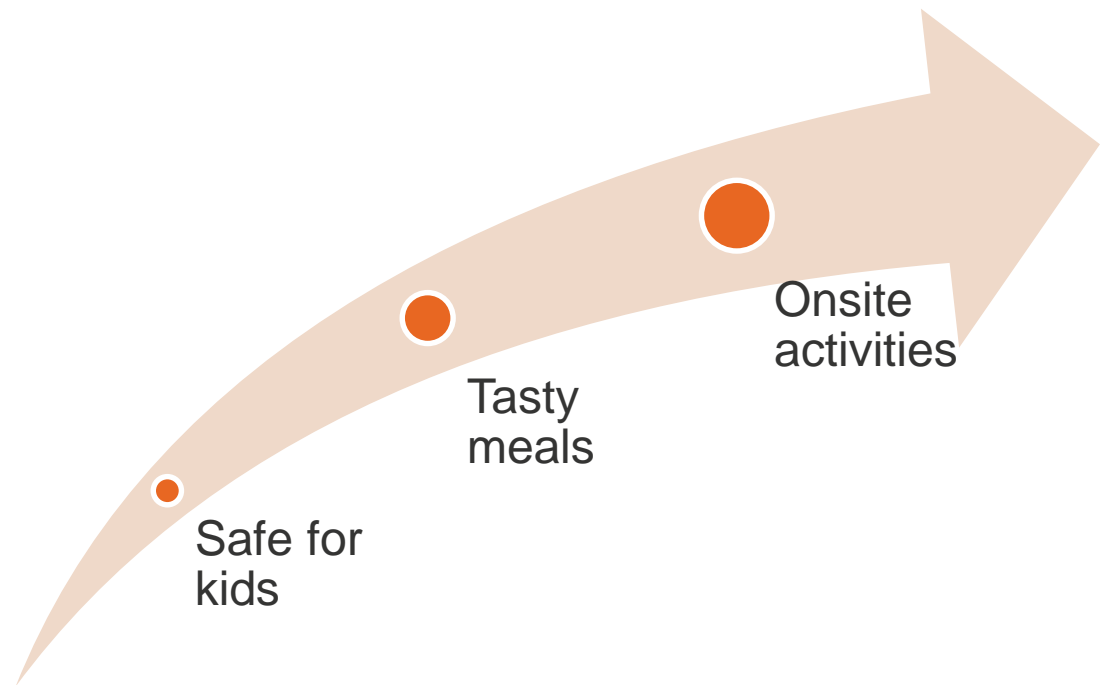
### Elements of a powerful message:

- Reflects your goal(s)
- Relevant to your target audience
- Delivered to your audience in a way they trust, by people they trust
- Includes a clear call to action



## CREATE YOUR MESSAGE: EXAMPLE

---



Join us each day at noon at the Green Acres picnic pavilion for **'Lunchtime & Learning'**, a joint initiative of Green Acres and Pleasant Hill School District. Reading materials and delicious meals provided to all kids at no charge! Daily program begins June 1 at noon and runs through August 15.





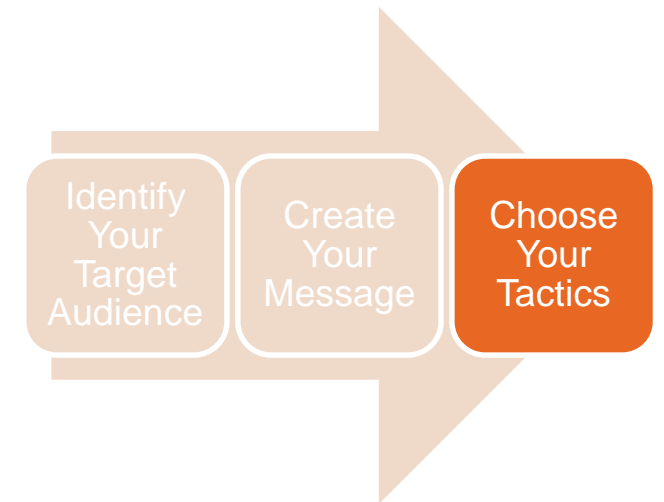
## STEP THREE: CHOOSE YOUR TACTICS

---

Once you have your goals, audience, message and calls to action, it's finally time to think about **tactics and activities**.

### Examples include:

- Outreach through partner networks
- School/district robocalls
- Radio PSAs
- Banners
- Social media blasts
- Targeted newsletter articles
- Op-eds



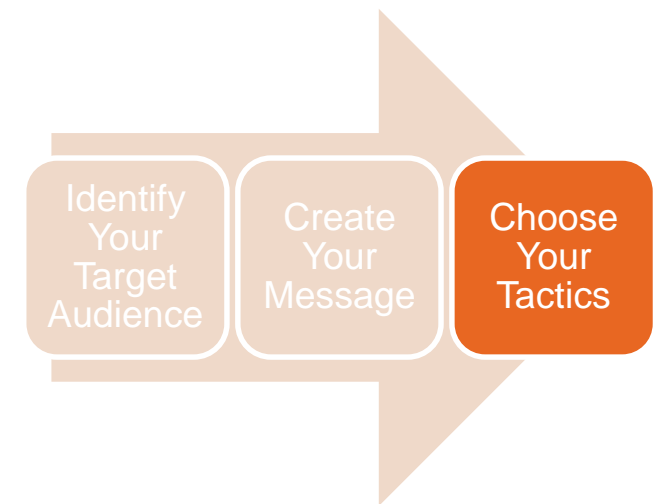
## STEP THREE: CHOOSE YOUR TACTICS

---

### Questions to ask:

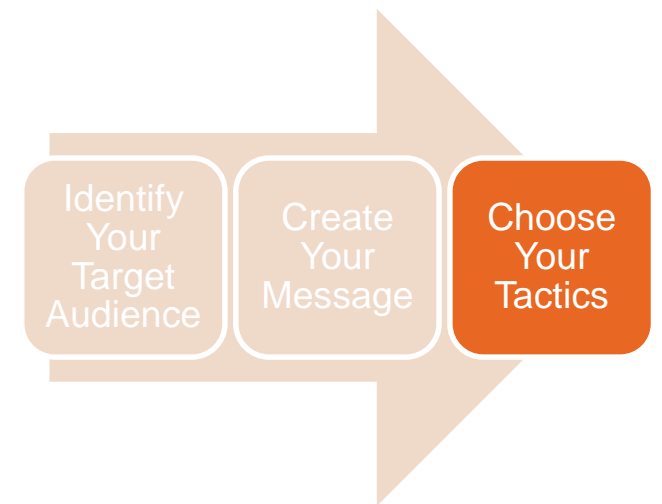
For each tactic, ask yourself the following:

- **AUDIENCE:** Will this directly reach my priority audience?
- **GOAL:** Does it help achieve our goals?
- **ACHIEVABILITY:** Do we have the capacity (both time and budget) to execute this?



## EXAMPLE TACTICS LIST

	Potential Participants	Community Advocates	Thought Leaders
Marketing	<ul style="list-style-type: none"> <li>• <b>Robocalls</b></li> <li>• <b>Canvassing</b></li> <li>• <b>Yard signs</b></li> <li>• Flyers in backpacks/ on <b>community boards</b></li> <li>• Radio PSAs</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Info packets to faith leaders and law enforcement</li> <li>• <b>Sample newsletter blurbs</b> for partner orgs to use</li> <li>• Social media language promoting summer meals and texting hotline – <b>ask partners to repost on their pages</b></li> <li>• Posters and flyers in storefronts</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Data and stories</b> about the value of summer meals programs</li> </ul>



## TACTICS: CREATE YOUR TICK-TOCK

Tactic	Audience	Timing	Assignment	Budget	Status
Robocalls	Parents in housing unit	Late May (last week of school)	John will contact management and provide copy for call	Zero spend; John @ 2-3 hrs staff time	John contacted manager on May 5; John sending copy

Develop a Tick Tock for each of the **key tactics** you plan to employ as part of your summer meals marketing and outreach plan.





center for BEST  
PRACTICES

## Agenda

1. The Importance of Program Marketing
2. Key Steps to Develop Your Marketing Strategy
3. Marketing Case Study: No Kid Hungry Virginia
4. Resources to Support Marketing & Outreach



**Sarah Steely**

Program Associate

No Kid Hungry Virginia

[Sarah.steely@vdh.virginia.gov](mailto:Sarah.steely@vdh.virginia.gov)

(804) 864-7510

**State Partner**  
(i.e. Library of Virginia  
leadership)

**Partner Decision-Makers**  
(i.e. staff at Virginia's 92 library  
systems)

**Partner Audience**  
(i.e. library patrons)

# Libraries

Library Leadership → Library Staff → Library Patrons

- Goal: To increase access to and awareness of summer meals by expanding the number of library sites
- Message
  - Medium: Library of Virginia direction, peer-to-peer communication
  - Messengers: Library leadership and participating libraries
  - Values: Promoting the summer reading program and preventing the summer slide



**Message: To be well-read, you must be well-fed.**



Library of Virginia  
Summer Food Service Program (SFSP)

## Media Toolkit

Created by:



VIRGINIA

In Partnership with:



In 2016, the Library of Virginia and the Virginia Department of Health evaluated the impact of the partnership between the Summer Food Service Program (SFSP) and the public libraries.

# SURVEY RESULTS

**94%** OF LIBRARY SYSTEMS RECOMMEND THE SUMMER FOOD SERVICE PROGRAM TO OTHER LIBRARY SYSTEMS

Main community understanding  
Welcome new library patrons  
Serve reliable summer meals  
Boost exposure to summer reading

**Why?**

- 77% SERVE SUMMER MEALS ON-SITE, WHILE OTHERS SERVE OFF-SITE
- 65% UTILIZE VOLUNTEER SUPPORT, WHILE 35% RELY ON STAFF
- 33% SAY THE SFSP BOOSTED SUMMER READING PARTICIPATION

**MOST LIBRARIES SERVED MEALS ON TUESDAY AND WEDNESDAY**

Day	Percentage
Monday	~45%
Tuesday	~75%
Wednesday	~75%
Thursday	~55%
Friday	~45%

**MANY PAIRED THE SFSP WITH OTHER SERVICES AND ACTIVITIES, INCLUDING...**

- SCAVENGER HUNTS
- MATH & SCIENCE
- ARTS & CRAFT

**FOR MORE INFORMATION, CONTACT:**  
Enid Costley, Children's and Youth Services Consultant  
(804) 692-3765 or [enid.costley@lva.virginia.gov](mailto:enid.costley@lva.virginia.gov)

# 6 WAYS TO STREAMLINE THE SUMMER FOOD SERVICE PROGRAM AT YOUR LIBRARY

- DEFINE THE DATES**  
Think about conducting the program over a defined period, such as 6-, 9-, or 12-weeks. Focus on holding main activities on high-traffic Tuesdays and Wednesdays.
- FIND YOUR TEAM**  
Develop a community team, inclusive of library staff, sponsor representatives, volunteers and other groups (e.g., churches) to decide upon an SFSP strategy before the summer begins.
- APPOINT A LEADER**  
Identify a primary program point of contact who will delegate and oversee responsibilities of the community team through the duration of the SFSP.
- ASK FOR HELP**  
Recruit community volunteers to support day-to-day SFSP activities, and train them before the summer begins. Develop an interactive system to track volunteer schedules.
- PREPARE TO PROMOTE**  
Ask your library headquarters for promotional guidance, such as templates for media releases, text and images for social media promotion, and branded flyers for printing.
- EXPAND YOUR OPTIONS**  
Solicit and make use of provided books and materials as gifts, incentives and prizes. Ask other libraries for activity ideas and advice.

**FOR MORE INFORMATION, CONTACT:**  
Enid Costley, Children's and Youth Services Consultant  
(804) 692-3765 or [enid.costley@lva.virginia.gov](mailto:enid.costley@lva.virginia.gov)

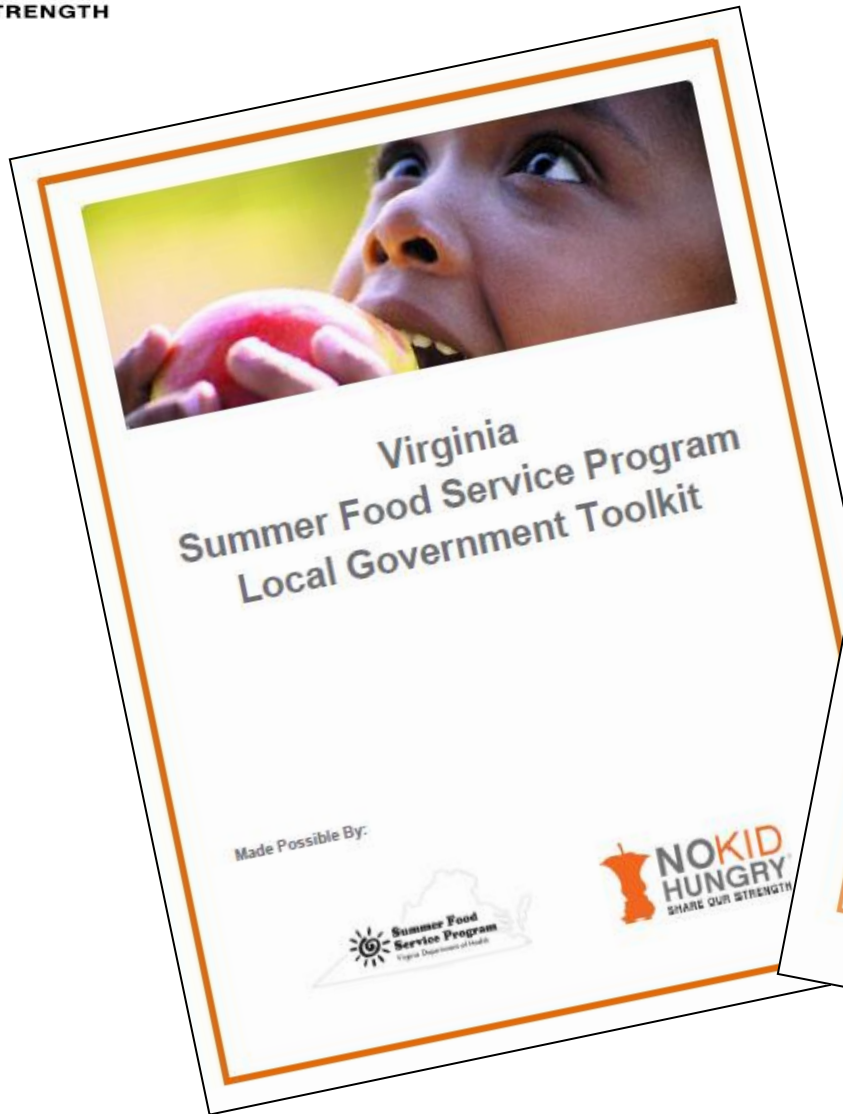




# City and County Governments

Local Leadership → Local Agencies → Local Residents

- Goal: To increase access to and awareness of summer meals in all localities.
- Message
  - Medium: Existing print publications, newsletters, and listservs
  - Messengers: Elected officials, Virginia Municipal League, Virginia Association of Counties
  - Values: Community connectivity, economic vitality, public engagement

**Message: Virginia's children are Virginia's future.**

*Join* 

**First Lady of Virginia Dorothy McAuliffe  
& Mayor of Chapel Hill Pam Hemminger**

For a discussion about how you can help end summer hunger for children in your community

*March 15 from 1:00 - 1:30PM*

**City and County Officials:**

During the summer months, children from low-income families lose access to school breakfast and school lunch each week. For many Virginia children, summer is the hungriest time of the year.

Summer meals programs provide free summer meals to kids. Unfortunately, only 13% of Virginia children who rely on free or reduced-price school lunches are also getting free meals during the summer through the Summer Food Service Program.

Why is there a gap between the children in need and the children who participate in the summer meals programs?

- *Availability:* Some children do not have a feeding site nearby. Others, although they live near a feeding site, are not able to access the meals due to transportation issues.
- *Awareness:* Many families are not aware that the programs exist. There are also misperceptions about who is eligible to participate. All kids, age 18 and under, are invited to participate regardless of need.

**Join First Lady of Virginia, Dorothy McAuliffe, and Chapel Hill NC Mayor, Pam Hemminger, on March 15<sup>th</sup> from 1:00 - 1:30 pm for a conference call to learn about how you can increase the availability and awareness of summer meals programs in your community.**

Please RSVP to Elizabeth Brightwell at (804) 371-4281 or [elizabeth.brightwell@doe.virginia.gov](mailto:elizabeth.brightwell@doe.virginia.gov) for the call-in information.



# Considerations

- Develop partner buy-in.
- Discover shared values.
- Welcome assistance with outreach.
- Ensure common branding and marketing.
- Reach kids and families before school ends for the summer.



center for BEST  
PRACTICES

## Agenda

1. The Importance of Program Marketing
2. Key Steps to Develop Your Marketing Strategy
3. Marketing Case Study: No Kid Hungry Virginia
4. Resources to Support Marketing & Outreach

## NEW RESOURCE: 2017 Summer Meals Strategic Communications Playbook

---



How To Build a Communications Strategy  
A 2017 Summer Playbook

- The Three Phases of A Plan
- Customizable Resources
- Build Your Own Strategic Communications Plan

## 2017 No Kid Hungry Summer Meals Outreach Materials

**FRIENDS, AND FREE MEALS FUN!**

**TEXT 'FOOD' TO 877-877**  
TO FIND FREE SUMMER MEALS NEAR YOU

Kids and teens in your neighborhood can get a healthy, delicious meal and have a fun and safe place to hang out with their friends.

Call 1-866-3HUNGRY to learn more.

**NOKID HUNGRY**

**COMIDA Y AMIGOS. ¡QUÉ DIVERTIDO!**

**ENVIE EL TEXTO 'COMIDA' AL 877-877**  
PARA ENCONTRAR COMIDAS DE VERANO GRATIS EN SU COMUNIDAD

**ENVIE EL TEXTO 'COMIDA' AL 877-877**  
**PARA NIÑOS Y ADOLESCENTES DURANTE EL VERANO**

The summer food service program is an equal opportunity provider.  
Paid for by Share Our Strength\*

**FRIENDS, AND FREE MEALS FUN!**

Text 'FOOD' to 877-877 or call 1-866-3-HUNGRY for free summer meals in your neighborhood.

## Texting Hotline & Summer Action Day

---



**TEXT 'FOOD'  
TO 877-877**

**TO FIND FREE SUMMER MEALS NEAR YOU**

**NOKID HUNGRY**  
SHARE OUR STRENGTH

**Thursday, July 13 is  
Summer Action Day!**





center for BEST  
PRACTICES

## Agenda

1. ~~The Importance of Program Marketing~~
2. ~~Key Steps to Develop Your Marketing Strategy~~
3. ~~Marketing Case Study: No Kid Hungry Virginia~~
4. ~~Resources to Support Marketing & Outreach~~

## QUESTIONS & ANSWERS

---

- Write questions in chat box
- Panelists are available to field your questions



## WRAP-UP

---

- Importance of Program Marketing
- Key Steps to Develop Your Marketing Strategy
- No Kid Hungry Virginia: Marketing Strategy & Tactics
- Resources to Support Marketing & Outreach





## Year-Round Meals: Connecting Summer & Afterschool Meals

---

**Please join us next month!**  
**Save the Date: Tuesday, June 20 at 2:00 PM Eastern**

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

Email: [bestpractices@strength.org](mailto:bestpractices@strength.org)