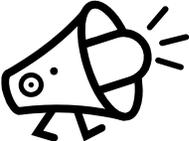


## ☀️ Outreach Timeline For Summer Food

September- April	May	June	July	August
<ul style="list-style-type: none"> <li>☀️ Talk to other local SF sponsors and discuss combining outreach efforts. One widespread campaign will be more cost effective and reach a larger audience.</li> <li>☀️ Read a Summer Food guide for ideas: <a href="http://www.oregonhunger.org/sfguide">www.oregonhunger.org/sfguide</a></li> <li>☀️ Design your outreach materials. Will they include:               <ul style="list-style-type: none"> <li>■ A logo, mascot or slogan?</li> <li>■ The location of SF sites?</li> <li>■ A toll free info line (1-800-safenet)?</li> <li>■ Multiple languages?</li> </ul> </li> <li>☀️ What form will your materials take?               <ul style="list-style-type: none"> <li>■ Flyers, posters, bookmarks, pencils, stickers, billboards, banners, Frisbees....?</li> </ul> </li> <li>☀️ Run your ideas by the community, including parents and kids.</li> </ul>	<ul style="list-style-type: none"> <li>☀️ Begin attending community events to get the word out.</li> <li>☀️ Make a list of local groups that will help spread the word. Try: Churches, Headstart, cultural centers, food pantries, family resource centers, neighborhood associations.</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div> <ul style="list-style-type: none"> <li>☀️ Get your program listed in already existing mailings, such as those to Food Stamp and WIC participants.</li> <li>☀️ Solicit funds for large outreach campaigns from the community. Try approaching local government agencies and businesses.</li> <li>☀️ Make sure all outreach materials are printed in time to distribute in schools before break.</li> </ul>	<ul style="list-style-type: none"> <li>☀️ Think of creative ways to get the message home with students: stick mailing labels with info on children's clothes, include a blurb in the school newsletter and June school menu.</li> <li>☀️ Hang banners and distribute signs to sites. (Make sure they are in high traffic, visible sites)</li> <li>☀️ Plan kick-off events and send a press release to local media.</li> <li>☀️ Recruit teenagers to help spread the word- try having volunteers stand on the corner before lunch waving poster boards.</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div>	<ul style="list-style-type: none"> <li>☀️ Identify areas still in need of focused outreach.</li> <li>☀️ Distribute door hangers in key neighborhoods.</li> <li>☀️ Pass out "Tell A Friend" cards to participants. Word out mouth is the best form of outreach!</li> <li>☀️ Try a lunch train- take a few of the early birds around the site to round up kids. Use noisemakers. Make it a game!</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div>	<ul style="list-style-type: none"> <li>☀️ Conduct a survey to find out what was effective. Ask participants how they heard about the site. Identify continuing barriers to participation.</li> <li>☀️ Hold an end-of-the-summer Celebration. Be sure to invite and recognize those who volunteered and provided in-kind support. Again, invite the media!</li> <li>☀️ Take down banners and posters and store for next year.</li> <li>☀️ Review and document the successes of your outreach campaign.</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div>

