

KICKOFF EVENTS SUMMER MEALS



Kickoff events increase participation, recruit volunteers, and add excitement to Summer Meal Programs. Sustain the enthusiasm with fun, fresh, and entertaining follow-up events!

EVENT PLANNING RECOMMENDATIONS

Location

- ✓ Choose a popular site accessible to reporters
- ✓ The site should have ample parking or easy access to public transit
- ✓ Make the site appealing and welcoming with balloons, kids in bright T-shirts, banners, etc.

Time and Date:

- ✓ Set a date in early June.
- ✓ A July spike event could drive awareness
- ✓ Choose a Monday, Tuesday or Wednesday between 10 a.m. and noon
- ✓ Typically, an event should be no more than an hour



Food and Nutrition Division
Summer Meals Program



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

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This institution is an equal opportunity provider.



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www.SummerFood.org

Ideas



Activities

- ✓ Face Painting
- ✓ Local Vendors
Serving Food
- ✓ Reading Club
- ✓ Water Gun Splash
- ✓ Sack Races
- ✓ Tug of War
- ✓ Tether Ball
- ✓ Egg Toss
- ✓ Raffles
- ✓ Dunking Booth

A few more tips...

- ✓ Plan for inclement weather
- ✓ Have parents sign a photo release [template media release form](#)
- ✓ Ensure you have a someone get photos and video of the event.

Event Promotion

Social Media

- ✓ Invite community members online
- ✓ Announce vendor participation

Materials

- ✓ Create and distribute posters, flyers, and handouts
- ✓ Ask store managers to place handouts by registers

Partners

- ✓ Enlist volunteers to distribute materials
- ✓ Ask media, local officials and businesses to promote the event online

Speaker Ideas

- ✓ Elected officials
- ✓ Local celebrities, sports figures, media personalities
- ✓ Educators
- ✓ Faith leaders

Information to Include in Promotional Material

Heading: You Are Invited

Event Details: Time, Date, and Location

Event Highlights: Meals, Activities, Special Guests,

Additional Information: Web Address, Contact Information

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Event	Time
Set Up	8am to 10:30pm
Event starts	11am
Lunch begins (i.e.. Hot Dog, Local cucumbers, Fresh Fruit, and Milk)	11:45am to 12:45pm
Sack Races (Parent and Child)	12:45pm to 1:15pm
Wheelbarrow Races (Parent and Child)	1:15pm to 1:45pm
Tug of War (Kids)	1:50pm to 2pm
Main raffle including any speeches from partners	2pm to 3pm
Clean Up	3pm to 4pm

