

KICKOFF EVENTS

GIVE YOUR SUMMER
MEALS PROGRAM A
BOOST AND WATCH IT
GROW!



A GROWING NUMBER OF VERMONT TOWNS ARE STARTING SUMMER RIGHT!

WHY a kickoff? Kickoff events are a great way to put the spotlight on your summer food programs. For families that are unaware of the SFSP, a kickoff is a great introduction. For kids who participate every year, the kickoff is a time to celebrate the return of summer!

WHERE to have it? Kickoff events should be held in a location that is accessible to the entire community: parks, town squares and community centers are just a few examples.

WHO should come? Kickoff events should be open to everyone, but make sure to reach out to groups that will draw kids and local press to the event: musicians, entertainers, teachers, local elected officials, firefighters, police officers, etc. Some of these groups can even organize activities for kids!

WHAT to do? Serve meals to children through the SFSP and keep attendees entertained with one or more activities: talent show, live music, parade, carnival games, sports activities, petting zoo, etc. Don't hesitate to ask for help from community partners! Many activities can be fully supported through in-kind donations.

HOW to invite people? Make sure that people know about your event by advertising in town newsletters, school flyers, libraries, churches, town halls and local radio stations. Also, be sure to ask local school officials to put out a robo-call inviting all families with children!

MANY SPONSORS FIND THESE EVENTS BOOST PROGRAM ATTENDANCE!



**HUNGER
FREE
VERMONT**

Ready to organize a kickoff event? Contact us today!
Contact the Child Nutrition Initiatives Team
802-865-0255 • childnutrition@hungerfreevt.org