



SUMMER TIMES

A Newsletter for SFSP Sponsors in Indiana

April 2015 Special Edition

Attention: All Sponsors Operating Open SFSP sites

In order to promote SFSP in the state of Indiana, we are requesting SFSP sponsors around the state celebrate the Summer Food Service Program with a special Kick-off event or a week filled with fun activities that highlight the availability of free meals. Please let us know what you are doing to promote SFSP in your community by completing the attached SFSP Special Event Form and return it by May 1.

Indiana SFSP Awareness Week June 15-19, 2015

(But your organization may choose a different week if desirable)

We want to hear what you are doing!

Please complete the attached SFSP Special Event form and submit it to tskinner@doe.in.gov by May 1st, 2015.

Why

Kickoff events are a great way to put the spotlight on your Summer Food Service Program and spread the news about free meals in your community. It's an opportunity to introduce the SFSP to large groups of children and caregivers while celebrating the return of summer.

Where to Have it

If you are holding one big kickoff event for the whole community, choose an accessible place such as a park, town square, or community center. A celebration event can also be held at a regular program site where the meals are served throughout the summer.

Who to Invite

Invite special guests who will draw kids to the site, create excitement and appeal to the local media:

- Local Sports Celebrities
- Entertainers
- Local “Celebrity” Personalities
- Popular Radio DJs
- K9 Police Units
- The town mayor or other local politicians
- Local school celebrities: football team, marching band, a superintendent, principals or favorite teachers and coaches

What to Do

Consider the following ideas to keep kids entertained:

- Music (DJ)
- Games
- Giveaways
- Carnival
- Barbecue
- Bounce house
- Face painting
- Sports Activities
- Dance Performances

How to Invite Your Community

Advertise the event:

- Social media (Facebook, Twitter)
- Website
- Radio stations
- Flyers
- Community Bulletin Boards
- City Website
- Youth Centers
- Public Service Announcements
- Local or Cable TV



Need more kick-off event specific ideas? Attend the USDA Summer Meals: Best Practices for Successful Kick Off Events Register here:

<https://usdafnsocco.wufoo.com/forms/z1fz22yq15lwrhy/>

For additional ideas to expand program access and awareness, view the SFSP Best Practices

<http://www.fns.usda.gov/sfsp/best-practices-program-access-and-expansion>

Remember to take pictures and share with us!*

*A written parental consent is required if photos depict close shots of program participants' faces



Summer Food Rocks!

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