

Outreach in the Community

Social Service Hubs!

- 🥕 Food Pantries
- 🥕 Good Shepherd Food Mobiles
- 🥕 Department of Health and Human Services (DHHS) – for local offices go to:
<http://www.maine.gov/dhhs/>
- 🥕 Women, Infants, and Children (WIC) Clinics – for local offices go to:
http://www.maine.gov/dhhs/mecdc/health-equity/wic/families/families-apply_location.shtml
- 🥕 Community Action Program (CAP) Agencies – for local office go to:
<http://www.mainecommunityaction.org/about-us/cap-agency-locations/>
- 🥕 General Assistance Administrators/Town Offices
- 🥕 Housing Authorities

In the Community!

Flyer as many places as you can, including businesses, public buildings, libraries, grocery stores (flyer on bulletin board/stack on counters flyers in bags), convenience stores, Laundromats, churches, public safety buildings, food pantries (in all bags/boxes that go out), doctor's offices, and clinics

- 🥕 flyers in cable bills/water bills
- 🥕 flyers in church bulletins
- 🥕 movie theater advertisement
- 🥕 Boys and Girls Clubs and YMCAs

Media!

Media can be getting the word out in the newspaper or social media; explore all outlets!

- 🥕 Town marquees or signs are located at school district central offices, public safety and municipal buildings, or schools. This is something people will see again and again.
- 🥕 Community calendars- just call the Town Office to get your program listed
- 🥕 School, recreation department and municipal websites
- 🥕 Public Access Channel- Contact the person at the Town Office for more information
- 🥕 If you have a creative volunteer who wants to use their social media skills, have them set-up, and regularly update, a Facebook page for your sites
- 🥕 Public Service Announcement (PSA)
- 🥕 Local publications- newspapers, newsletters for towns and churches

Community Groups to connect with:

food pantries
town offices
local businesses
recreation departments
service clubs-
Rotary & Kiwanis

Sample TV Slide:

Made in PowerPoint, this simple slide includes the same information as the flyer



Free Summer Lunches for Kids and Teens in Town/District!

All kids and teens 18 and under are welcome - no application required!
Meals must be eaten on site.

Lunch served Day-Day

Site Location, Address, Time

Site Location, Address, Time

For more information contact
Blank at phone number email address
For additional resources call 2-1-1








This institution is an equal opportunity provider.

Outreach in the Community

Kick-off Events

Kick-off events are a great way to publicize Summer Meals sites and set the stage for a positive summer. They engage families, schools, local media, and other community players and generate excitement about your program. A successful kick-off event can take a variety of forms and depends on the community. Here are some ideas to consider:

-  **Make the most of local media:** Invite them to your event. A write-up in a local publication - be it online or in print, or even a live broadcast is helpful advertising. Take pictures. Make sure you have release forms for the photographs. Promote your program!
-  **Bring in community partners:** Social service agencies, libraries, safety officers, nutrition educators, and other programming partners can connect families to resources. Kids love a visiting fire truck.
-  **Include local “celebrities”:** It is valuable to include leaders from your communities who can champion your program - beginning at your kick-off. Perhaps this person is a principal, church pastor, local politician, or a parent: someone who families trust and look to for information within the community. Having them speak at your kick-off can make families feel welcome.
-  **Rally volunteers:** Not only are you introducing the program to families, but to potential volunteers; hook them early.
-  **MAKE IT FUN:** Music, entertainers, performers, and mascots add energy! Organized activities and games with prizes (can be anything) make the event more attractive and dynamic; it sets the tone for the fun that will come throughout the summer.



Outreach in the Community

Community Canvas Days

Plan days to go out into the community and flyer businesses and neighborhoods. Canvassing and tabling are valuable outreach strategies. Tabling at local events and knocking on folks' doors gives you the opportunity to hand them a flyer in person, tell them a little about the program, and answer any questions they might have. Plan two or three dedicated days ahead of time and let your volunteers/staff know at the training. Schedule these days for before the program starts, in the middle of the summer, and whenever attendance dips. Provide folks with a script of what to say at the door to make them feel more confident and comfortable.

Sample Canvassing Script

Hi, my name is [FIRST NAME] and I am out here letting folks know about the [TOWN/DISTRICT] Summer Meals program. The Summer Meals program serves free meals to kids and teens in the summertime. Anyone 18 and under is welcome to come get a meal. We also often have fun games and activities. The sites in your [TOWN/DISTRICT] are (include location/address, times, days).

Hand them a flyer and say thank-you!

If no one is home leave a flyer in the door.

Outreach is an integral part of Summer Meals and personal interaction has more of an impact than just seeing a flyer.



Outreach in the Community

Soliciting Donations

Though the Summer Meals program is federally reimbursed, there are aspects of the program that you might want other monies to accomplish. Outreach, programming, and special events are all areas that can require soliciting donations. These are not included as expenses in the typical cost breakdown of the program alongside pieces like staff time, transportation, and food, but they are just as important in achieving success. Donations will allow you to enhance and promote your program.

WHAT:

Outreach

- Flyers and signs

Programming

- Supplies, e.g. arts and crafts
- Prizes, e.g. small toys, activity equipment

Special Events

- Kick-off events
- End of the summer parties
- Volunteer/staff appreciation

HOW:

Supply Drive: Approach a church, business, or organization and ask if they can do a supply drive. Make a very specific wish-list of items and they can put up a notice in their office or bulletin for members to donate or buy the supplies needed.

Donations: Call or stop by a business. Compile a list of businesses you would like to approach to ask for supplies or gift donations. Have an idea of what you would like such as printing a specific number of flyers, and don't be shy about aiming high.

Connect with collaborative partners: Reach out to community partners like the Cooperative Extension, Volunteers of America Northern New England, the State Agency, and Healthy Maine Partnerships for relevant donations. Look into what they support or sponsor before asking for anything.

Budget: See if you have room in your budget to use some money towards providing enrichment at sites. It does not have to be extravagant. Even a little budget can go along a way!