



Tips for Summer Meals Kickoff Event

What- kind of event will be held?

1. Define the purpose: promote rural summer meals?
2. Focus on a fun event that celebrates and includes children!
3. Consider the types of activities to include in the kickoff based on its purpose.
4. Consider the ideal schedule of events for kickoff.
5. Consider entertainment. (Performance by kids? For kids: local sports mascot?)
6. Choose a summer meals site as a location for the kickoff.
7. Consider whether site is a closed enrollment meal site or an open site for any student. Tailor the message at event accordingly.
8. Define your budget, considering the cost of printing, signage, and promotional props.

Where- Select location and consider:

1. Capacity. Does it comfortably accommodate the number of children and guests?
2. Indoors or outdoors? (If outside include an inclement weather plan.)
3. Place for presenters to speak/stand .
4. Space for guests.
5. Layout/seating arrangements.
6. Visuals and props. (balloons, blow up cell phones to promote texting)
7. Audio/visual needs.
8. Slides or video to show at event.
9. Ample parking.
10. Signage. (on stage, at registration, in parking lot, at street)
11. Photographer/videographer? (CONFIRM and document authorization to capture images of any children present.)
12. Registration table/sign in (capture names, titles, emails) and name tags.

When- Determine the ideal date and time.

1. Tues., Wed., Thurs. are preferred
2. Limit to one hour
3. Consider holding just before kids have their lunch (invite guests/media to stay and see first-hand)

Who- Who will attend?

1. How many children will attend?
2. Will press be invited?
3. Emcee? Presenters? (Limit to 4-5 people; keep in mind that kids are restless!)
4. Invite local school/district and government officials.
5. Recognize VIPs in audience, especially if time does not allow for all VIPS to provide remarks.

How- Potential materials needed and resources:

1. Request a Ray appearance by completing the [Ray Request form](#).
2. Save the date, invitation, and reminder/RSVP
3. Media advisory (to send to invite press)
4. Suggested remarks/script for presenters and emcee
5. Event handouts: agenda, overview of summer meals program, text campaign/ nearby meal sites?
6. Press release (How will it be distributed?)
7. Follow-up. (Thank you messages, track any media coverage and send to others with thank you)
8. Use [NKH Summer Site Visit Toolkit](#) for promotional tips, sample invitations, press release, and more.