

STEPS TO SUCCESS

TIMING	ACTION
February-March	<p>Apply for grants Submit grant applications for any funding you may need this summer. Visit meals4kids.org/grants for funding opportunities.</p>
	<p>Finalize site and meal service information Talk with site staff and work to finalize details for the summer as early as possible.</p>
	<p>Place material order by March 1! Orders placed by this date will arrive by the end of April.</p>
April	<p>Sponsor applications open April 3! Submit these as soon as possible, and continue updating as new sites are added, to ensure site lists are up-to-date.</p>
	<p>Materials arrive with sponsors and schools at the end of April To encourage schools to promote the program, follow up with them and ask if they will distribute materials or include information in their website, newsletters, or automatic texts or calls to families.</p>
May	<p>Sponsor applications due! Submit all information you have in early May--you can continue amending your application later.</p>
	<p>Distribute large signage and materials to sites Use sandwich boards for your highest traffic sites to ensure passersby see them!</p>
	<p>Reach out to City Hall, and local agencies Ask if they will promote the program on their websites or newsletters, hang posters in central offices, and participate in other outreach to families.</p>
June	<p>Attend community events to advertise your program Go where families will see you! Local festivals, youth sporting events, and other community days are all great ways to raise awareness.</p>
	<p>Hold a Blitz Day Distribute posters, flyers, and other materials in your community before the start of your program.</p>
	<p>Conduct media outreach Send a press release to local media outlets to let them know when your sites will open, locations/times, and any programming or menu information.</p>
Program Start	<p>Hold a kickoff event Let the neighborhood know about your site with special activities and games, a cookout or other special event. (Let DESE know of any changes to meal timing.)</p>
Mid Program	<p>Evaluate site participation For sites with low participation, consider a spike event or targeted material distribution.</p>
	<p>Continue updating sponsor application As site information changes, continue updating these in the portal. Check meals4kids.org/summer for site listings--if your site does not show up, make sure to submit an amendment with DESE.</p>
Program End	<p>Review your program and plan for next year! Evaluate what worked and what didn't while the summer is still fresh, to help you better plan for next year!</p>

CALL
(617)723-5000

EMAIL
CNOP@PROJECTBREAD.ORG



NEW MATERIAL ORDER PROCESS!

We heard your feedback! This year, you'll be able to order the quantities and types of materials you need--and get them earlier! We are launching a new materials order form this year to help you better promote your program. New materials are also available to sponsors and sites this year! A full list of materials can be found and ordered at www.meals4kids.org/materials.

WHEN ARE MATERIALS AVAILABLE?

If you order by March 1, 2020, materials will be delivered by April 30, 2020. You can order additional materials as you need them. If you need materials earlier than April 30, please reach out to cnop@projectbread.org and we will do our best to accommodate your timeline.

CUSTOMIZE YOUR MATERIALS!

Printed customizable posters and lawn signs are available to order. These feature blank spaces for you to write in your specific program information. You can also download printable customizable flyers at meals4kids.org/materials.

