



Illinois State Board of Education

Summer Food Service Program

OUTREACH IDEAS

1. Offer incentives for perfect attendance.
2. Plan meals outside, when weather permits.
3. Encourage children to help with service and cleanup.
4. Add educational programs; i.e., English, math, and science.
5. Solicit other programs to become sites.
6. Advertise your program in end-of-year report cards.
7. Hold a recognition program for your volunteers and staff.
8. Involve the children in the menu planning.
9. Stage a play at the end of the program.
10. Hold a drawing contest of posters with nutritious messages.
11. Seek out community volunteers.
12. Enter into a *contract* with parents to ensure their children participate.
13. Organize carpooling.
14. Plan field trips.
15. Celebrate special event days.
16. Involve parents in the planning of a meal service.
17. Get to know the children at your sites and get them involved.
18. Make videos of the children throughout the program and have *home-movie* days.
19. *Make your own lunch day* where children design their own lunch bags.
20. Recruit older children to help through a *Big Brother, Big Sister* mentoring program.
21. Hold a yard sale and use the proceeds for a field trip.
22. Hold a *career opportunity day*.
23. Dress up as a character; i.e., Barney, a clown, etc.
24. Conduct a contest to see who can wear the most buttons.
25. Invite guest speakers.
26. Motivate children to get up for breakfast with a *rise and shine club*.
27. Celebrate with an *ethnic day menu*.
28. Display banners at all sites.
29. Let children earn value bucks to spend at the end of the program.
30. Give away door prizes to attract and keep new *customers*.
31. Invite a storyteller from the library.
32. Serve attractive and acceptable meals.
33. Hold a family day.
34. Encourage children to *bring a friend* each day with an incentive for the sponsoring child.
35. Sponsor a raffle for donated prizes; i.e., bike, television, etc.

36. Offer short-distance transportation.
37. Hold an open house to introduce the site to children and their parents.
38. Promote the Summer Food Service Program (SFSP) with a kick-off on the last day of school.
39. Let the children trade milk caps or sponsor a *milk-caps play day*.
40. Play board and outdoor games possibly once a week.
41. Offer positive youth programs.
42. Create student advocates to promote the program.
43. Invite a local athlete, skydiver, Drug Abuse Resistance (D.A.R.E.) representative, police officer, or firefighter.
44. Have a carnival.
45. Sponsor a slam-dunk contest.
46. Display midget racecars or have Chamber of Commerce put on display.
47. Find a *sister site* and plan a pen-pal program.
48. Hire energetic and friendly cooks and servers.
49. Teach etiquette one day.
50. Solicit free products from local vendors.
51. Plan an ethnic meal dress day to correspond with menu.
52. Sponsor *academic olympics*.
53. Include treats on rainy days or historically low-attendance days.
54. Invite grandparents one day.
55. Take a bag lunch to the local nursing home and share lunch with residents.
56. Have the children help with cooking.
57. Plan a surprise day.
58. Solicit a sponsor to *adopt-a-site*.
59. Advertise, advertise, advertise.
60. Get the community involved.
61. Personalize placemats (maybe children could make them).
62. Organize a game day such as sack races, relays, etc.
63. Sponsor a picnic day; you could cookout that day.
64. Create recreational and educational activities (they are the key to your success).
65. Serve breakfasts and lunches later in the day.
66. Show a video with popcorn one afternoon (especially effective on rainy days).
67. Play music the children like (not Frank Sinatra or Tony Bennett).
68. Use a gimmick to get them there.
69. Offer a solid scheduled program.
70. Coordinate with nearby programs.
71. Offer scholarships if you offer a paid program.
72. Give away prizes for attendance.
73. Get the senior citizens involved.
74. Conduct a product testing at the start of the program so that you offer food the kids like.
75. Solicit free advertising around town.
76. Include a summer reading program.
77. Get other youth groups involved, like 4-H Club, Boy Scouts, etc.
78. Go door-to-door to tell the community about program.
79. Offer a *coupon* for free lunch the last day of school.
80. Hold a bake sale.

81. Give away free balloons, certificates, etc.
82. Offer day care for smaller children.
83. Make a promo video and show it at school or church.
84. Sponsor field trips throughout the summer.
85. Invite parents, city council members, etc. for awards at the end of the program.
86. Encourage staff to get involved; put on a crazy skit.
87. *Color day*—keep color secret; if the kids wear it, they get a prize.
88. Contact PTA and solicit their support.
89. Sponsor a Sega tournament.
90. Advertise on a local hotel's marquee.
91. Contact churches for announcements and invite them to participate.
92. Handout play money and hold an auction at the end of the program.
93. Sponsor a poster contest.
94. Solicit grocery store to print about the SFSP on bags.
95. Contact McDonalds, etc. for coupons or placemats.
96. Advertise the SFSP on water bills.
97. Display posters in food pantries.
98. Invite a celebrity server.
99. Ask parents to sign a contract that they will get their children to the lunch site each day.

For questions, contact Nutrition Programs at 800/545-7892 or 217/782-2491.