Kickoff events increase participation, recruit volunteers, and add excitement to Summer Meal Programs. Sustain the enthusiasm with fun, fresh, and entertaining follow-up events!

**EVENT PLANNING RECOMMENDATIONS**

**Location**
- Choose a popular site accessible to reporters
- The site should have ample parking or easy access to public transit
- Make the site appealing and welcoming with balloons, kids in bright T-shirts, banners, etc.

**Time and Date:**
- Set a date in early June.
- A July spike event could drive awareness
- Choose a Monday, Tuesday or Wednesday between 10 a.m. and noon
- Typically, an event should be no more than an hour
Event Promotion

Social Media
- Invite community members online
- Announce vendor participation

Materials
- Create and distribute posters, flyers, and handouts
- Ask store managers to place handouts by registers

Partners
- Enlist volunteers to distribute materials
- Ask media, local officials and businesses to promote the event online

Speaker Ideas
- Elected officials
- Local celebrities, sports figures, media personalities
- Educators
- Faith leaders

Information to Include in Promotional Material

Heading: You Are Invited
Event Details: Time, Date, and Location
Event Highlights: Meals, Activities, Special Guests,
Additional Information: Web Address, Contact Information

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<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Up</td>
<td>8am to 10:30pm</td>
</tr>
<tr>
<td>Event starts</td>
<td>11am</td>
</tr>
<tr>
<td>Lunch begins (i.e., Hot Dog, Local cucumbers, Fresh Fruit, and Milk)</td>
<td>11:45am to 12:45pm</td>
</tr>
<tr>
<td>Sack Races (Parent and Child)</td>
<td>12:45pm to 1:15pm</td>
</tr>
<tr>
<td>Wheelbarrow Races (Parent and Child)</td>
<td>1:15pm to 1:45pm</td>
</tr>
<tr>
<td>Tug of War (Kids)</td>
<td>1:50pm to 2pm</td>
</tr>
<tr>
<td>Main raffle including any speeches from partners</td>
<td>2pm to 3pm</td>
</tr>
<tr>
<td>Clean Up</td>
<td>3pm to 4pm</td>
</tr>
</tbody>
</table>

Activities

- Face Painting
- Local Vendors Serving Food
- Reading Club
- Water Gun Splash
- Sack Races
- Tug of War
- Tether Ball
- Egg Toss
- Raffles
- Dunking Booth

A few more tips...

- Plan for inclement weather
- Have parents sign a photo release template media release form
- Ensure you have someone get photos and video of the event.