



FLORIDA







2025 Non-Congregate Summer Meals Florida Toolkit

When kids and teens have consistent access to nutritious food, they have the energy they need to learn, grow and thrive. During the summer, when school is out, many kids lose access to the meals they depend on throughout the school year. And for kids living in rural areas, they face unique barriers to access traditional summer meal sites. Fortunately, many of these barriers are eliminated through non-congregate summer meal programs, which increase kids' access to healthy summer meals. These programs help keep kids nourished, so they return to school in the fall ready to learn and succeed.

To support your dedication to ensuring there is No Kid Hungry this summer, we've created this toolkit, filled with resources, templates, and images that can be used to promote and celebrate your non-congregate summer meal program. Please use these marketing materials to share the benefits of your program, including supporting the well-being of our children and saving families time and money. Together, we can make a lasting impact!

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Summer Meals Program Key Details:

-  Meals are completely FREE for children and teens ages 18 and under.
-  No need for applications or registrations – it's hassle-free!
-  Meals can be picked up at designated locations, with options like grab-and-go, with up to 7 days' worth of meals available at a time.
-  You can find us at designated public schools, community centers, libraries, parks, and even food trucks!
-  Our program is federally funded, ensuring accessibility for all.
-  Meals are healthy and follow USDA nutrition guidelines.

Key Strategies for Marketing & Promoting Your Sites

☀️ Host Community Events:

- Kick-off Celebration:
 - Feature a special menu to create a memorable start.
 - Include local leaders and partners to show community support.
 - Partner with local businesses for event giveaways like beach balls, sunglasses, frisbees, water bottles, and drawstring backpacks.
- Mid-Summer “Spike Event”:
 - Renew interest in non-congregate summer meals and increase participation by hosting a special event in late July or early August.
 - Invite local leaders, plan fun activities, and include a music concert, health fair, or other family-friendly events.
- Use Event Planning Tools:
 - Use [Eventbrite](#) to plan and coordinate your events seamlessly.
 - Post event dates as open Facebook events to reach a larger audience.

📰 Media Outreach:

- Customize and submit this [template press release](#) to local news outlets to announce the launch of your non-congregate summer meals program.

Sample Letter to Parents/Caregivers:

- Customize this template [letter to parents and caregivers](#) to announce your non-congregate summer meals program. This letter notifies parents of the availability of the program, encouraging participation and emphasizing the benefits to families.

Engage with Local Organizations

- Partner with local organizations such as churches, libraries, parks, and community centers to help promote your non-congregate summer meal program. These groups often have strong community ties and can help spread the word.
- Share program details and encourage them to include information in their bulletins, newsletters or social media.
- Provide flyers or posters for them to display at their locations, increasing visibility and support.

School and PTA Engagement


- Schools are valuable partners in promoting summer meal programs. Encourage them to share program details with families through newsletters, email lists, or parent-teacher meetings. By collaborating with schools and PTAs, you can reach a wider audience and increase program participation.
- To assist with outreach, we've created [a customizable email or letter template](#) that you can share with local schools and PTAs. You can easily adapt the message to include key program details and help spread the word.
- Make sure to provide schools with flyers or posters to display on campus as well, further promoting the program to families!


Short Video Clips for Social Media


- Develop short video clips (15–30 seconds) that can be shared on your social media platforms like TikTok, Instagram Reels, and Facebook Stories. These clips can showcase the meal pickup process, highlight the benefits of free meals, or feature testimonials from families or kids who have benefited from the program. Engaging visuals can help capture attention and spread the word about your non-congregate summer meal program! [Here's an example.](#)


Boosting Participation with Engaging Activities


Pairing activities with meals is a strategic approach that significantly boosts program participation and retention rates during the summer. This practice has proven to be instrumental in creating a more dynamic and engaging environment for participants, fostering increased engagement, efficient forecasting, and providing continued learning opportunities.

 **Decorate Your Site:** Transform your site into a vibrant and inviting space with balloons, posters drawn by the kids – anything to make it festive and welcoming.

 **Organize Raffles:** Spark excitement among participating children by organizing raffles with kid-friendly prizes. This adds an element of fun and incentive to the program.

 **Enhance Mealtime Excitement:** Elevate the dining experience by serving special menus featuring kids' favorites and implementing theme weeks throughout the summer. Consider giving your usual menu items new, creative names to make mealtime more exciting, and add variety and anticipation with themed weeks like "Christmas in July" to make the program more memorable for children.

 **Engage Youth Input:** Encourage participation and ownership by involving youth in the planning process. Ask for feedback to understand their preferences better and tailor activities and menus to suit their needs. Utilize surveys and interactive feedback mechanisms to gather insights and ensure the program aligns with their interests.

 **Summer Food, Summer Moves:** [This resource kit by the USDA](#) is designed to get kids excited about healthy eating and physical activity during the summer months. Access downloadable and printable materials or order free printed resources available for participating schools, childcare providers, and summer meals programs.

Sample Social Media Graphics:



Sample Social Media Posts:

English

☀️🥗 Hassle-Free Summer Meals! Save time and stress this summer with our free non-congregate meal program! Families can pick up to [X] days' worth of meals at a time for kids and teens—no forms, no fuss! Visit us at [LOCATION] during [TIME FRAME].

🥗🏠 Lunch is on Us! A healthy meal for your kids is just a stop away! Join us at [LOCATION] during [TIME FRAME] to pick up free meals to go. Save time on meal prep and enjoy nutritious food for the week. For more information, call 1-XXX-XXX-XXX or visit: [WEBSITE].

☀️🍉 Join Us for Free Meals! We're serving delicious non-congregate meals for kids and teens at [LOCATION] from [TIME FRAME]. This week, enjoy tasty options like [EXAMPLE OF MEAL]! For more details, call 1-XXX-XXX-XXX or visit: [WEBSITE].

☀️🍎 Power Up Your Summer! We're proud to offer free, delicious meals that meet USDA nutrition guidelines for kids and teens. Families can easily pick up meals without hassle at [LOCATION]. For more info, visit: [WEBSITE].

👨👩 Free Meals for Kids and Teens! Our non-congregate meals are available [DAYS AVAILABLE] at [LOCATION]. Swing by with your family between [TIME] and [TIME] for nutritious lunches to go! Learn more by calling 1-XXX-XXX-XXX or visiting: [WEBSITE].

Spanish

☀️🥗 ¡Comidas de Verano Sin Complicaciones! Ahorra tiempo y estrés este verano con nuestro programa gratuito de comidas no congregadas. ¡Las familias pueden recoger hasta [X] días de comidas a la vez para niños y adolescentes, sin formularios y sin complicaciones! Visítanos en [LUGAR] durante [HORARIO].

🥗🏠 ¡La Comida Va por Nuestra Cuenta! ¡Una comida saludable para tus hijos está a solo una parada! Únete a nosotros en [LUGAR] durante [HORARIO] para recoger comidas gratuitas para llevar. Ahorra tiempo en la preparación de comidas y disfruta de alimentos nutritivos para la semana. Para más información, llama al 1-XXX-XXX-XXX o visita: [SITIO WEB].

☀️🍉 ¡Únete a Nosotros para Comidas Gratuitas! Estamos distribuyendo deliciosas comidas no congregadas para niños y adolescentes en [LUGAR] durante [HORARIO]. ¡Esta semana, disfruta opciones sabrosas como [EJEMPLO DE COMIDA]! Para más detalles, llama al 1-XXX-XXX-XXX o visita: [SITIO WEB].

☀️🍎 Nos enorgullece ofrecer comidas gratuitas y deliciosas que cumplen con las pautas de nutrición del USDA para niños y adolescentes. Las familias pueden recoger comidas fácilmente y sin complicaciones en [LUGAR]. Para más información, visita: [SITIO WEB].

👨👩 ¡Comidas Gratuitas para Niños y Adolescentes! Nuestras comidas no congregadas están disponibles [DÍAS DISPONIBLES] en [LUGAR]. ¡Visítanos con tu familia entre [HORARIO] y [HORARIO] para almuerzos nutritivos para llevar! Conoce más llamando al 1-XXX-XXX-XXX o visitando: [SITIO WEB].

Sample Language for Newsletter/Website:

English

This summer, save your family time and money with **FREE summer meals** for kids at **[INSERT LOCATION]**! From **[INSERT DAYS AVAILABLE]** between **[INSERT TIME FRAME]**, there's no need for applications or registrations—just swing by and pick up nutritious meals to take home. Families can grab up to **[X] days' worth of meals** at once, making it easy to keep your kids fed and happy all summer long. We can't wait to see you there!

Spanish

¡Este verano, ahorre tiempo y dinero a su familia con **COMIDAS DE VERANO GRATIS** para niños en **[INSERTE UBICACIÓN]**! Desde **[INSERTE DÍAS DISPONIBLES]** entre **[INSERTE HORARIO]**, no necesita hacer solicitudes ni inscribirse; simplemente pase por aquí y recoja comidas nutritivas para llevar a casa. Las familias pueden recoger hasta **[X] días de comidas** a la vez, facilitando que sus hijos se mantengan alimentados y felices durante todo el verano. ¡Estamos ansiosos por verte!

Customizable Flyers to Promote Summer Meal Sites:



Location: _____
Time: _____
Days: _____

For kids and teens under 18
No registration or application required

[PARTNER LOGO]



Lugar: _____
Hora: _____
Días: _____

Para niños y adolescentes
No se requiere registro ni aplicación.

[PARTNER LOGO]



(Right click and save desired graphics above)

[>>>CLICK HERE<<<](#) to access printable To-Go assets as PDF files

Collecting Feedback through Surveys

Using a survey is an essential tool for gathering valuable feedback from participants and families in your Summer Meal Program. Surveys provide insights into the needs and preferences of the community, helping you identify areas for improvement and adjust your program to better serve families. By regularly collecting feedback, you can:

- **Enhance Participation:** Understanding preferred meal distribution times, locations, and food items can help tailor the program to fit families' schedules and tastes, increasing participation.
- **Improve Services:** Direct feedback allows you to address any concerns about meal quality, portion sizes, or convenience, ensuring the program remains accessible and effective.
- **Strengthen Community Relationships:** When families see their feedback is considered, it fosters a stronger connection with the program, making them more likely to participate and spread the word to others.

We've created an [easy-to-use survey template](#) that you're welcome to customize to fit your program's needs. This template can be turned into an online version using platforms like Google Forms for easy distribution and collection of responses. By using this flexible tool, you can ensure that you're meeting the needs of your community and making informed improvements.

Summer Hunger Hero Award:

It's always a good time to celebrate the dedication of nutrition staff at summer meal sites. They work tirelessly to ensure every child receives nutritious meals during the summer break. Recognizing their hard work is not only a gesture of appreciation but also a source of inspiration for them to continue their impactful work. You can honor Summer Hunger Heroes and their vital role in feeding our community's children by filling out the template below and giving it to them!



(Right click and save desired graphics above or download it [here](#))

Additional Resources:

[Summer Meals Outreach Toolkit](#)

[No Kid Hungry's Center for Best Practices Summer Meals Webpage](#)

[Boost Engagement in Your Non-Congregate Summer Meals Program Through Marketing and Promotion - Webinar & One Pager](#)

[Summer Meals in Libraries](#)

[Tips For Staffing Summer Meals Programs](#)

[Benefits of Hiring Student Workers in Summer Non-Congregate Programs](#)

[Feeding A Crowd - Tips For Congregate Meal Service](#)

[Proactive Planning for Summer Meals Sponsors](#)

[Template FAQs about Summer Meals](#)

[The Summer Meals Student Workforce Toolkit](#)