

# Keep Kids Coming Back



As a sponsor, you play an important role in feeding children in low-income communities. One key to making your program a success is sustained participation—get the kids to your site, then keep them coming back all summer long. Here are some great ideas that have been successfully used by other sponsors:

## Get Them to Your Site...

- ✦ Mail flyers and site invitations to principals, school food service managers, local officials, and other organizations that serve children in your community.
- ✦ Have the school food service advertise Summer Food on their spring menus and send flyers home with the kids that list feeding sites.
- ✦ Distribute flyers with all site locations and times of meal service to Food Stamp offices, WIC clinics, health clinics, food pantries, churches, and local government buildings. Also, post flyers in public places such as buses, grocery stores, hospitals, and laundromats.
- ✦ Contact local community groups such as church youth clubs, Boy and Girl Scout troops, and recreation centers to help distribute flyers.
- ✦ Contact local media outlets to let them know about your program.
- ✦ Display a SFSP banner in a highly visible location at feeding sites.



## ...Keep Them Coming Back

- Provide on-going fun activities that involve all the kids at the site.
- Invite local celebrities—a fireman, a local TV weatherman, a chef—to visit your site.
- Let the kids know in advance what kinds of fun activities will be available during the week.
- Enlist volunteers to assist you in providing fun summer activities at your site.
- Volunteers can also mentor, tutor, read, teach—providing skills that can last a lifetime.
- Serve nutritious and tasty meals.



Look at the USDA's Team Nutrition web page, [www.fns.usda.gov/tn](http://www.fns.usda.gov/tn), for a comprehensive nutrition plan, which includes a variety of materials that can be used to promote good eating habits and important physical activity. The USDA's nutrition and physical activity mascot, "Power Panther," is also available to help promote the link between nutrition and physical activity to children. Kids love the Power Panther mascot!