MARKETING STRATEGIES FOR SUMMER MEALS

Presentation by Catherine Nicholson
Today's Presentation

DISCUSSION POINTS

About Texas Hunger Initiative
The Excellence in Summer Meals Campaign
Best Practice Marketing Strategies
Learning Trends
Top Skills for Today
BUILD COALITIONS
We bring stakeholders together and facilitate collaboration to find collective solutions to food insecurity.

SUPPORT CHILD NUTRITION PROGRAMS
Provides the expertise, support, and planning to help organizations increase capacity and participation in their programs.

TEXAS HUNGER INITIATIVE
As a project of the Baylor Collaborative on Hunger and Poverty, THI conducts university-based research to determine what interventions work, and provides support and expertise to coordinate work in communities and put those programs into action. THI has offices in Austin, Dallas, Houston, Lubbock, McAllen, San Angelo, and Waco.
The Excellence in Summer Meals Campaign is designed to increase child participation through the promotion of best practices in meal provision. The Campaign annually evaluates Summer Meals providers and recognizes those who meet bronze, silver, or gold levels of excellence.

The Excellence in Summer Meals Campaign is an initiative of the North Texas Office of Texas Hunger Initiative, the Food and Research Action Center (FRAC), and United Way Metropolitan Dallas.
BEST PRACTICES THAT ARE EVALUATED:

PROGRAMMING
Best practices include sites offering fun and engaging activities along with meal service at least five days a week throughout the summer.

FOOD QUALITY
Best practices in this area include offering children a varied menu, including children in the menu selection process, and serving fresh produce.

COMMUNITY OUTREACH
Best practices for outreach to children include site-specific marketing strategies, tailored messages for teens and bilingual materials.
TYPES OF MARKETING

MASS MARKETING

SITE-LEVEL MARKETING

SOCIAL MEDIA MARKETING

TEEN TARGETED OUTREACH
Mass Marketing

- Radio Ads
- Flyers/Posters
- Yard Signs
- Other
Site-Level Marketing

- Site-specific Posters
- Employed a community member
- Kick-off/Midsummer Event
- Other
Social Media Marketing

• Facebook
• Instagram
• Twitter
• Other
Teen Targeted Outreach

- Teen Programming
- Teen Marketing
- Teen Volunteers
- Other
CLOSED SITE MARKETING

DID SPONSOR MARKET THE PROGRAM?

DID THE MATERIAL INCLUDE INFORMATION ABOUT THE AVAILABILITY OF FREE MEALS?

ARE THE MARKETING MATERIALS BILINGUAL?
IMPORTANT THINGS TO NOTE

• All marketing material should be bilingual
• Encourage "word-of-mouth" networks
• Marketing does not have to be expensive
• Even the best programs will fail if parents do not know about them
Questions?
FOR MORE INFORMATION:

CATHERINE NICHOLSON
THI NORTH TEXAS REGIONAL DIRECTOR
CATHERINE_NICHOLSON@BAYLOR.EDU