

STEPS TO SUCCESS

JUNE

| TIMING | TO DO | STATUS |
|-------------|---|--------------------------|
| 6/2 - 6/8 | Follow up with schools to ask if they've hung posters and sent flyers home. | <input type="checkbox"/> |
| 6/9 - 6/15 | Distribute lawn signs and promotional materials to all sites. Use large signage for the highest-traffic sites. | <input type="checkbox"/> |
| 6/16 - 6/22 | Customize flyers, social media posts, & more, available at meals4kids.org . | <input type="checkbox"/> |

JULY

| WEEK | TO DO | STATUS |
|-------------------------------|--|--------------------------|
| 6/30- 7/6 | Hold a community Blitz Day to spread awareness about your program. Don't forget the doorhangers! | <input type="checkbox"/> |
| 7/7 - 7/13 | Reach out to local media to promote your program. Send a press release and look into newspaper ads or media spots. | <input type="checkbox"/> |
| PROGRAM START: MID JULY | Host an opening event at a site. Invite local media, legislators, and community partners to attend. | <input type="checkbox"/> |
| PROGRAM FINISH: EARLY AUG. | Host a close-out-event opening event at a site. Invite local media, legislators, and community partners to attend. | <input type="checkbox"/> |