Free Summer Meals

To find a Summer Meals Site close to you

Call (800) 359-2163, Text FoodIL To 877877 Or Visit SummerMealsIllinois.org

Free Summer Meals are part of the Summer Food Service Program sponsored by the United States Department of Agriculture and administered by the Illinois State Board of Education.

USDA is an Equal Opportunity Provider and Employer

SFSP Marketing
Best Practices

• Balance of Outbound/Inbound Media
• Outbound = traditional
  • Print
  • Broadcast
  • Other
• Inbound Media = online/digital
• Local/personal promotion
Best Practices for

ISBE
- Website
- Newspapers
- Radio
- Television
- Billboards
- Transportation signs
- WIC Cards
- Yard signs

Share Our Strength
- Website
- Posters
- Fliers
- Posters
- Door Hangers
Print ads appeared in newspapers across the state.

Many papers included these on their websites.

>253,000 ads, bookmarks, PSA's, etc.
Ads also placed in neighborhood and ethnic media such as:

- El Dia
- Chicago Defender
- Austin News
- Lawndale News
- Hoy
- Polish newspaper
CTA Signs – 3526
Routes & stops specific to eligible population

Elevated trains, buses, platforms
WIC cards/fliers

Up frp 2015 - 250,000 to WIC offices statewide
2015 – added bus exteriors and Peoria bus routes
Billboards downstate placed close to sites

18. St. Clair Co., Centerville - Route 15 @ I-255
Other materials

- Posters
- Fliers
- Yard Signs
We need You!

Place information in your community!