



VIRTUAL Blitz Week Tool Kit

SUMMER 2023

ABOUT US

About End Hunger CT!

End Hunger CT! is a statewide anti-hunger and food security organization. By focusing on advocacy, outreach, education, and research, EHC! serves as a comprehensive anti-hunger resource for policymakers, community organizations, and low-income families.

National Partners:

- AmeriCorps VISTA
- Walmart Foundation
- Nourishing Neighborhoods
- Food Research and Action Center (FRAC)
- TUFTS Healthplan Foundation
- Newman's Own Foundation
- USDA GusNIP Grant Program
- Center for Science in the Public Interest
- Center on Budget and Policy Priorities
- Hunger Free America

State Partners:

- Connecticut Foodshare

Local Partners:

- Shop Rite
- Hispanic Federation
- Ion Bank Foundation
- American Savings Foundation
- Jewish Teen Learning Connection
- The Starbucks Foundation



Visit ENDHUNGERCT.ORG

About CT Summer Meals



End Hunger CT! conducts statewide promotion of the CT Summer Meals program. We are not a meal site distributing food directly, but we work with sites, partners, businesses, and community members to make sure families know about this important program. CT Summer Meals is a federally-funded program administered by the Connecticut State Department of Education (CSDE) that provides free, nutritious meals to all children 18-and-under at hundreds of meal sites across the state from June to late August, no questions asked. The program typically distributes more than 1.75 million meals to over 37,000 children 18 and-under at over 600 locations statewide. Our CT Summer Meals Site Locator Map at ctsummermeals.org, where families can find a meal site nearest them, is made possible in close partnership with CSDE. Our statewide outreach is made possible through a formal partnership with Connecticut Foodshare, CT's Feeding America food bank organization.



Contact
childnutrition@endhungerct.org
for questions and for inquiries on
printed materials!

Visit [CTSUMMERMEALS.ORG](http://ctsummermeals.org)

THE MAP

Meal Site Locator Map

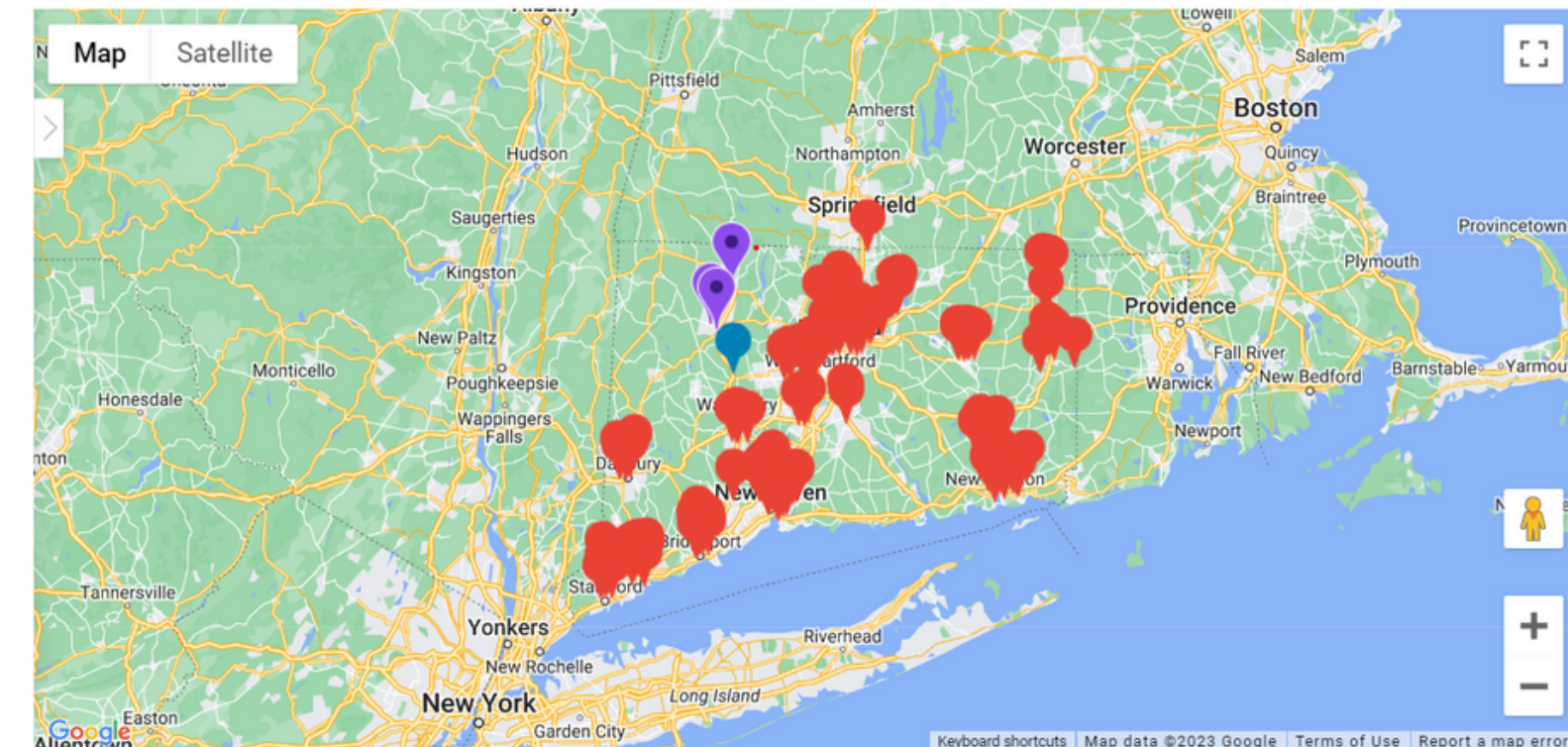
Operated in partnership with the CSDE, End Hunger CT!'s Meal Site Locator Map below will help you find information about meal sites near you. **Please note that map information is updated regularly during the summer months and discontinues when the program ends in late August.** For questions or concerns, you can reach us at any time at childnutrition@endhungerct.org.

Enter your address in the search box to find a location near you.

Click on a map icon for more information. Updated as of 6/29/2023.

ZIP / Address:

Enter a location



1

This is our site map! It shows you where your local Summer Meals site is.

2

It is regularly updated throughout the summer as sites open.

3

Find the site locator on our website CTSummerMeals.org and simply enter your address!

MEAL SITE MAP KEY



TRADITIONAL OPEN MEAL SITE
(MUST EAT ONSITE, NO GRAB N' GO OPTIONS)



RURAL NON-CONGREGATE OPEN MEAL SITE
(OFFSITE EATING AND GRAB N' GO OPTIONS ALLOWED)



YOUR LOCATION
(THE MAP USES YOUR LOCATION TO FIND SITES NEAR YOU)

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Blitz Week Posts

Dont't forget to tag @ctsummermeals and use our hashtag, #ctsummermeals!

Try to post between 11am and 5pm.

WHAT IS BLITZ WEEK?

We want to spread info about no-cost summer meals all over the internet. It's an all-hands-on-deck effort to get the word out to CT families about no-cost meals for kids while school is out. Involvement is super important for this week!

To get started, click the post design(s) to download pre-made posts and upload them to your social media pages on their designated day. Captions are provided and reminders for posting will be posted on @CTSummerMeals on Instagram (so turn on your notifications for our page).

We encourage you to reach out to others during the week to help spread the word!

Day 1 - post BETWEEN 11AM AND 5PM

Facebook



Suggested Caption:
A healthy diet is crucial to a kid's performance in and outside of school. CT Summer Meals is a program that helps fight youth hunger through no-cost meals throughout the summer. Visit www.ctsummermeals.org to find the closest meal site!

Instagram



Day 2 - post BETWEEN 11AM AND 5PM

Facebook



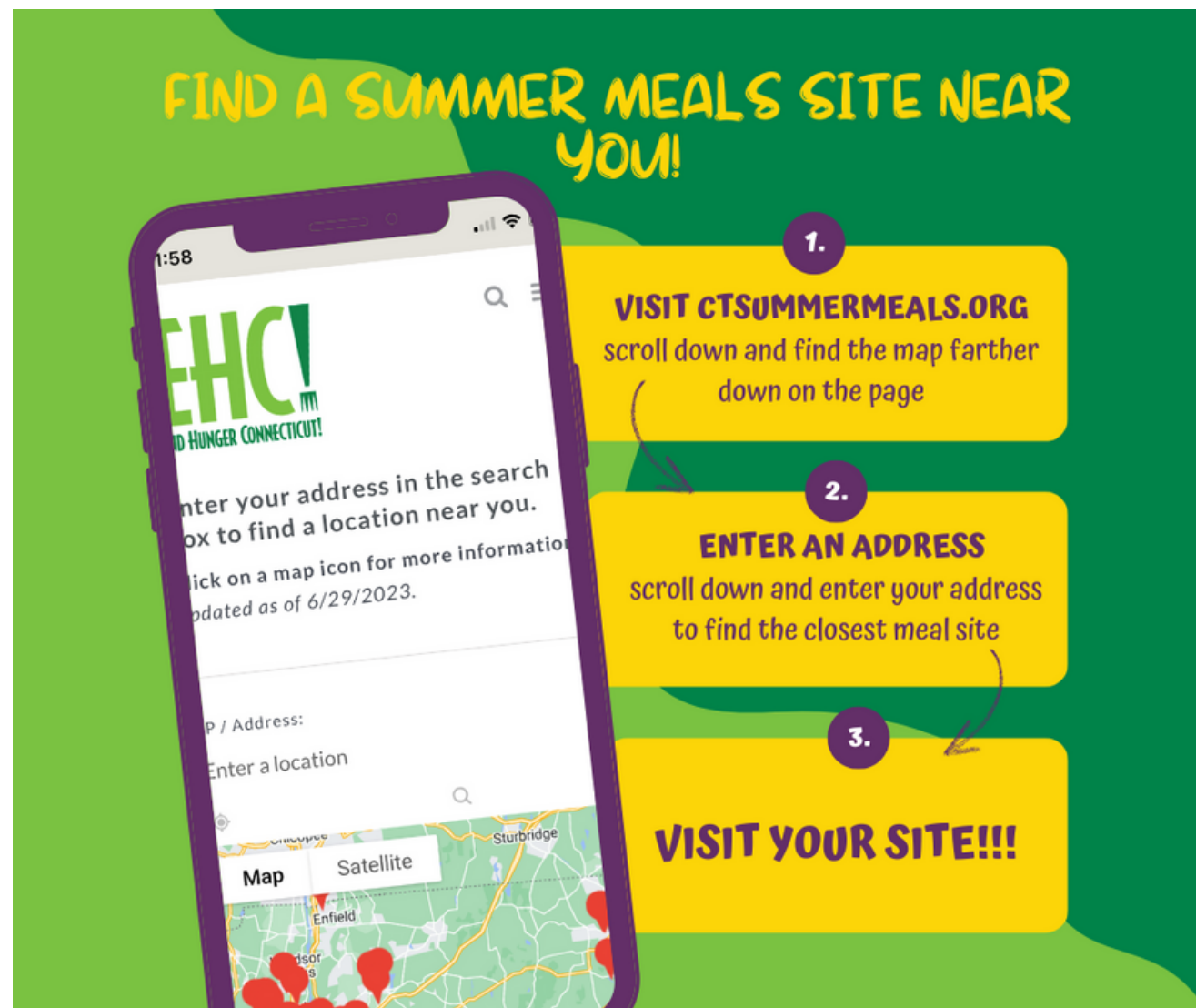
Suggested Caption:
No child should be hungry this summer. The CT Summer Meals Program provides free nutritious meals to all children 18-and-younger 😊. Share this post to help a family find a Summer Meals site near them! Find the Summer Meals Site Map at www.ctsummermeals.org

Instagram



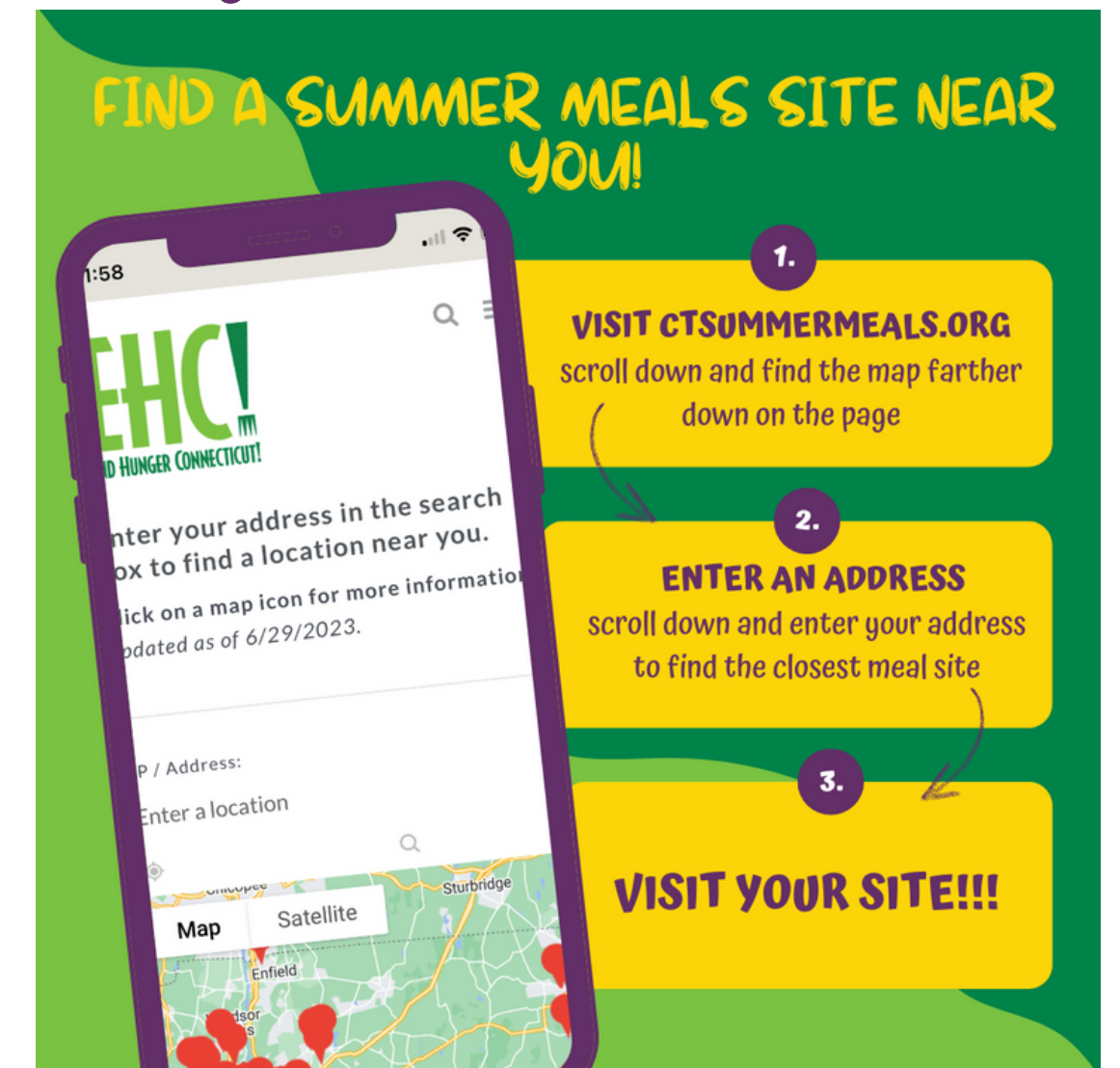
Day 3 - post BETWEEN 11AM AND 5PM

Facebook



Suggested Caption:
Did you know that there are Summer Meal sites all over CT that offer NO-COST meals to children 18 and younger? Find the Summer Meals Site Map at www.CTSummerMeals.org

Instagram



Day 4 - post BETWEEN 11AM AND 5PM

Facebook



Suggested Caption:
CT Summer Meals sites provide FREE, healthy meals to ALL CT children and teens 18- and-under. NO paperwork or ID required. No questions asked! Please visit www.CTSummerMeals.org to learn more.

Instagram



Day 5 - Facebook - post BETWEEN 11AM AND 5PM

Facebook



DON'T FORGET ...

CT Summer meals are NO-COST

Meals are available to kids 18 and under

Breakfast, lunch, dinner, and snacks can be offered

400+ meal sites exist across CT

You can find your nearest site through our map

We are available for any questions or concerns!

CTSummerMeals.org

@CTSummerMeals

Suggested Caption:
There's still time this summer to go to a CT Summer Meals site! Share with others to help fight child hunger and promote NO-COST meals! Go to www.CTSummerMeals.org to learn more.

Day 5 - Instagram - post BETWEEN 11AM AND 5PM

Instagram



All you need
to know! →

CTSummerMeals.org



@CTSummerMeals

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Suggested Caption:

There's still time this summer to go to a CT Summer Meals site! Share with others to help fight child hunger and promote NO-COST meals! Go to www.CTSummerMeals.org to learn more.

Email Template



Dear [Partner, Organization, Group, etc.],

Every year, hunger is at its highest during the summer months for children. This summer, please join us in helping to spread the word about a critical program in our State, the CT Summer Meals Program. CT Summer Meals, a USDA federally-funded program administered by the Connecticut State Department of Education (CSDE), provides no cost, nutritious meals to all children aged 18-and-under throughout the summer. No ID or proof of need is required. Sites serve combinations of breakfast, lunch, supper, and snacks. There are over 400 sites across the State, which can easily be found on End Hunger Connecticut's Meal Site Locator Map, run in partnership with the CSDE and CT Foodshare.

We will be joining End Hunger CT! and CT Summer Meals for their 'Virtual CT Summer Meals Blitz Week' July 10th through the 15th to help promote the program online. They have put together a Blitz Kit, which includes templates for social media posts (graphics and captions) among other resources, to easily support the program.

We hope that you will join us in increasing awareness of this essential and important program, so that families know that there are no cost meals available for their children. Additionally, please feel free to use the Blitz Kit throughout the rest of the summer and share this resource with others.

Thank you in advance for your support!

Best,

[Your Name]

PRESS RELEASE



Free Meal Sites Open to Connecticut's Children

End Hunger CT! Meal Site Locator is Now Available

CONNECTICUT - CT Summer Meals, a USDA federally-funded program administered by the Connecticut State Department of Education (CSDE), provides no-cost nutritious breakfasts, lunches, dinners, and snacks to children 18-years of age and younger, no questions asked. Following last year's model, many sites have the added flexibilities to improve access to meals, including: allowing parents and guardians to pick up meals; offering multiple meals (breakfast and lunch, or meals for multiple days) during one pick-up; and allowing those meals to be consumed off-site. Many sites will operate through late August.

All children age 18-and-under can receive no-cost meals at over 400 sites throughout the State. End Hunger Connecticut! (EHC!)'s Meal Locator Map, which allows residents to find a site closest to them, is now live and operated in partnership with the CSDE and CT Foodshare.

Summer meal sites can be located via EHC!'s Locator Map at www.ctsummermeals.org.

MESSAGING

Our Name

The most important thing to remember about End Hunger Connecticut! is that an exclamation point must always be placed at the end of our name regardless of its position in a sentence. Here are some examples to help you:



- End Hunger Connecticut!
- End Hunger CT!
- EHC!



- End Hunger Connecticut
- End Hunger CT
- EHC

Our Logo

Please use any of the following logos to signify the CT Summer Meals Program , End Hunger CT!, and Connecticut Foodshare:



TONE OF VOICE

At EHC! we strive to make anyone who engages with our material feel welcomed, happy, and supported. When creating messages, it is important to reflect values of positivity and inclusivity! Messaging should also be clear and to the point. Here are some captions that you may find useful:

- A healthy diet is crucial to a child's performance in and outside of school. CT Summer Meals is a program that helps fight youth hunger through no-cost meals throughout the summer. Visit www.ctsummermeals.org to find your closest meal site!
- No child should be hungry this summer. The CT Summer Meals Program provides free nutritious meals to all children 18-and-younger. Share this post to help a family find a Summer Meals site near them! Find the Summer Meals Site Map at www.CTSummerMeals.org
- There's still time this summer to go to a CT Summer Meals site! There are over 400 meals sites throughout CT that provide FREE meals! Go to www.CTSummerMeals.org to find a meals site near you!
- Did you know that there are Summer Meal sites all over CT that offer FREE meals to children 18 and younger? Find the Summer Meals Site Map at www.CTSummerMeals.org

Hungry children can't play; CT Summer Meals can help! Meal sites provide nutritious , no-cost meals all summer long. Find a CT Summer Meals site near you at www.CTSummerMeals.org

TONE OF VOICE

Hashtags are another important tool used in our messaging and outreach. Hashtags help people find your post. Below are some example hashtags for you to use. And just as important as that: don't forget to tag us & our partners!

Hashtags

- #VirtualBlitzWeek
- #VirtualBlitzCT
- #ctsummermeals
 - #endhungerct
 - #food4all
- #hungerfreect
- #nokidhungry
- #summermeals
 - #mealsites
- #summer2023
- #connecticut

Accounts to Tag

- End Hunger CT! (@endhungerct on all platforms)
- CT Summer Meals (@ctsummermeals on all platforms)
- CT Dept of Education (@Connecticut State Department of Education on FB, @EducateCT on Twitter, & @educate.ct on Instagram)
- CT Foodshare (@ctfoodshare or Connecticut Foodshare on all platforms)

THANK You!

Want even more resources on CT Summer Meals branding?
Request our full branding guide by emailing childnutrition@endhungerct.org!