



Summer Meals Newsletter

FEBRUARY 2017 • SPONSORS

IT'S COLD OUTSIDE...
BUT SUMMER PLANS ARE HEATING UP!

Upcoming USDA and Partner Events

February 2, 1:00 PM EST |
Engaging Teens in the Summer Nutrition Programs Conference Call (Summer Meals Matter Monthly Training Series) | Food Research and Action Center (FRAC)

Thinking About Site Outreach and Retention: Mailings

Sending a form letter, via e-mail or traditional mail, is one simple outreach strategy that allows sponsors to reach many potential sites. The cover letters, factsheets, and outreach questionnaires that you mail to potential site managers should answer: *What are the Summer Meal Programs? Why are they important in this community? How can community organizations become involved?*

Also, sending targeted letters to past sites thanking them for their participation and encouraging them to host a site again is a proven strategy for site retention. A special mailing also presents an opportunity to share any Program changes or updates!



There's still time to register for FRAC and Feeding America's Anti-Hunger Policy Conference! Held March 5-7, 2017 in Washington, D.C., the conference brings together anti-hunger leaders from across the country. Learn more and register online.

Mapping Tools to Improve Your Summer Operations

Authoritative geographic data can be used strategically to target service gaps, identify new sites, and expand outreach efforts.

FNS is excited to share new updates to the mapping tools below to assist sponsors, State agencies, and partners in building summer meals capacity in their communities!

CAPACITY BUILDER

Want to explore new site locations? The [Capacity Builder](#) allows sponsors to view previous years' summer meal sites in their communities and identify areas of highest need as well as gaps in service. Sponsors can add layers to that map that show potential site locations (multi-family housing units, libraries, museums, and schools) in areas of need. The Capacity Builder interface was recently updated to allow users to view data tables, draw on the map, search SFSP site data, and filter sites by when they are open.

Rural Designation Tool

[This tool](#) allows sponsors and State agencies to identify whether a site is designated rural or non-rural. Sites designated as rural are eligible for increased reimbursement in SFSP. Read more about rural designation [here](#).

Mobile Route Maker

With the [Mobile Route Maker](#), sponsors can identify potential summer sites for mobile feeding by identifying gaps in service in the neediest areas, plan the most efficient monitoring routes, and find routes to local food vendors.

AREA ELIGIBILITY MAPPER

Make sure that your sites are eligible for summer by using the Area Eligibility Mapper! [This tool](#) allows sponsors to confirm eligibility of summer meal sites by accessing census tract and census block group (CBG) data. This tool can also be used to conduct weighted averaging as discussed in SFSP Policy Memorandum 10-2015, "[Area Eligibility in Child Nutrition Programs](#)." Instructions for determining eligibility using these data are available [here](#). Sponsors can work with their State agency if they want to establish area eligibility using school data.