



Summer EBT/SUN Bucks Outreach Planning Checklist

Partners play a pivotal role in getting the word out about the new [Summer EBT program](#), also known as SUN Bucks. Consider these steps when planning your SUN Bucks outreach campaign:



Identify and Prioritize Partners

Begin by identifying key partners who can help promote your SUN Bucks program. These partners may include:

- school districts,
- advocacy groups,
- parent-teacher organizations,
- faith-based partners,
- libraries,
- food banks,

- community and immigrant-serving organizations, and
- local government agencies

Focus on partners with relevance and reach within your community. Consider the strengths of your outreach partners and who may be able to fill outreach gaps.

2

Develop an Outreach Strategy

Create a strategy that outlines specific goals, target audiences, messaging, and timelines.

Consider the unique needs, timing, and characteristics of your SUN Bucks program and the communities it will serve.

3

Customize Outreach Materials

Use the templates provided in the [outreach toolkit](#) to create promotional materials that reflect your program. Customize resources with your logo, letterhead, contact information, and program

details. If using the SUN Bucks name and brand, follow the branding guide. Branding and associated brand guide will be available in early 2024.

4

Train Partner Organizations

Organize training sessions to familiarize partner organizations with your SUN Bucks program. Include its benefits, eligibility criteria, and application process. Provide them with materials from the toolkit so they can help get the word out.

5

Collaborate on Outreach and Community Events

Work closely with partner organizations to plan and execute events that raise awareness about your SUN Bucks program. Look for opportunities to engage in existing community events. These could include:

- community fairs,

- workshops,
- school assemblies, or
- informational sessions.

Consider reaching out to your [FNS regional office](#) for support.

6

Leverage Existing Communication Channels

Talk to partners about other ways they can spread the word. Do they have newsletters, websites, social media platforms, or mailing lists they can use to spread the word about the SUN Bucks program? Provide partners with resources from the toolkit to make it easier for them to share the message.

7

Celebrate Success and Share Impact

Once your SUN Bucks program is underway, celebrate its success and share the impact with

partners and your community. Highlight the number of children served, improved nutrition outcomes, and positive feedback. Consider sharing with your [FNS regional office](#). We are always looking for opportunities to highlight local [success stories](#).

###

USDA is an equal opportunity provider, employer, and lender.