



Houston Outreach Campaign

MEDIA PACKET

Texas Hunger Initiative



MAIN OBJECTIVE AND GOALS

Texas Hunger Initiative Houston has been conducting interviews with school districts across the region. Through these interviews we have found that participation rates in school meal programs are declining at an alarming rate. The lack of participation has put a strain on the school nutrition programs, bringing their revenue stream to an all-time low. More importantly children all over the Greater Houston Region are not receiving the school meals on which they depend. This disproportionately affects low-income students who are more likely to choose virtual learning or are not registering for school at all in fear of COVID-19. The goal of this outreach campaign is to increase participation rates among open feeding sites (SSO/SFSP and CACFP) throughout the Houston area.

Our Goal

Our goal is to create a unified outreach campaign to increase participation in school and community non-profit meals. This packet is to provide you with all the information you need to participate. If you have any questions don't hesitate to reach out.

Thank you for your help feeding Houston's kids



OUTREACH RESOURCES

FreeMealsHouston.com

FreeMealsHouston.com is a website we created as a one stop shop for families to go and find all the open meal sites in one location. Included on the website:

- map of meal site locations
- outreach materials for school nutrition departments and community non-profits
- contact information for all school districts and community non-profits

Email Service

We have created an email service for families to use to find the meal sites closest to them.

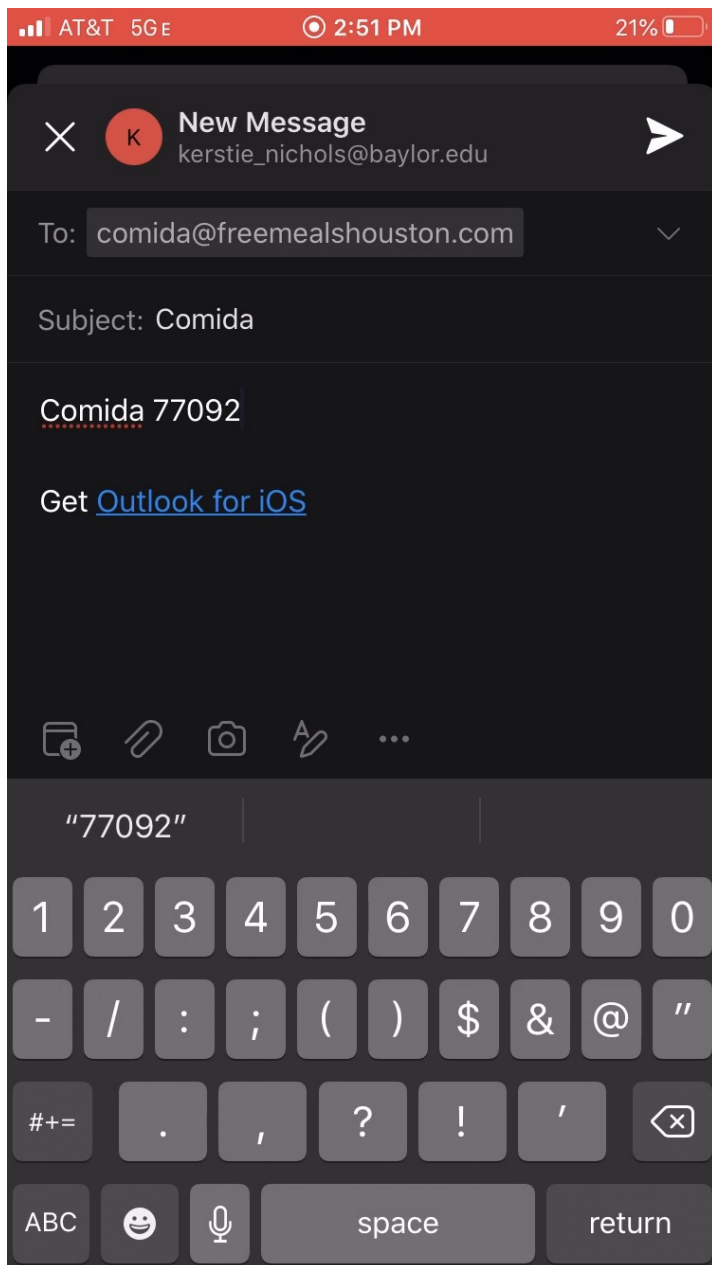
Families can email their zip code to

Food@freemealshouston.com or

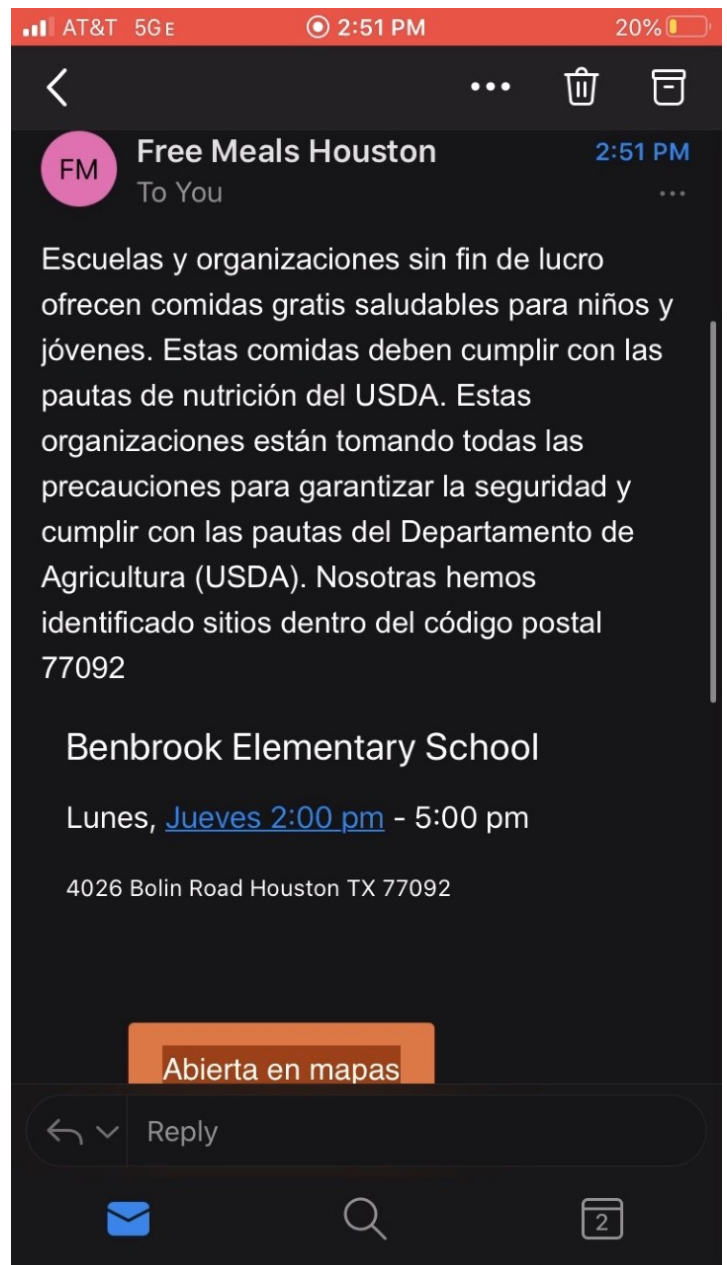
Comida@freemealshouston.com. Families will get sent a response with the 3-4 free meal sites closest to them. The email service should detect if families write in English or Spanish and send response accordingly.

EMAIL EXAMPLE

Email Sent Example



Email Response Example





HOW CAN YOU HELP?

HELP GET THE WORD OUT!

Texas Hunger Initiative is working hard to get advertising for the website and email service. We plan to have English and Spanish radio, TV, and Facebook paid advertisements. We will be posting content on Facebook, Instagram, and Tiktok on a regular bases.

But we can't do it alone. We need your help. We want to make this a unified outreach campaign. So heres what you can do.

- **Post about the email service and freemealshouston.com on your social media platforms.** We have created an entire folder of ready made social media posts, in English and Spanish, to make it easier than ever to share!
 - <https://baylor.box.com/v/freemealshouston>
 - be sure to check back in this folder as we will be adding new posts weekly
 - You can also follow us on our social medias and just share our posts-- even easier! (social media platforms listed on the last page)
 - Be sure to use the hashtag **#FreeMealsHouston**
- **Add the content to any newsletters, emails, or any other method you use to connect with the public**
- **Share it with your network.** Do you know any other companies that could reach parents of children 18 years old or younger? Share this document with them.

PERSONALIZE YOUR PROMOTION

Share, post, and promote the content anyway that best suits your company. You do not need to use our pre-made content if it doesn't fit. If you would like to make your own content here are the details of this outreach campaign we would like to have stay consistent.

Campaign Title: Free Meals Houston

Tag Line: Good for Our Kids, Good for Our Community

Website:

FreeMealsHouston.com

Email service:

food@freemealshouston.com (English) or
comida@freemealshouston.com (Spanish)

- emails should include zip code

Questions?

If you have any questions about the campaign, ideas of how to help promote it, or work like to know more about what we do feel free to contact us



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