

TOP 10 TIPS FOR A SUPER SUMMER OPPORTUNITY BLOCK PARTY

Keep Kids Learning, Safe and Healthy This Summer!

SUMMERS MATTER FOR YOUNG PEOPLE!

Just this year, the White House, along with the National Summer Learning Association, launched the Summer Opportunity Project — a multi-agency, multi-year initiative to give young people access to their 'First Job' and encourage investment in programs supporting summer meals and learning.

What our children do during their summers has a long-term and significant impact on their academic achievement and life chances. Everyone in the community can play a role in turning summer into a season of joyous learning and a time for young people to get ahead in the new school year.

IF A CHILD GAINS 9 MONTHS OF LEARNING DURING THE SCHOOL YEAR BUT THEN LOSES 3 MONTHS OF LEARNING DURING THE SUMMER, IT'S AS IF THE SCHOOL YEAR IS JUST 6 MONTHS LONG. SUMMERS MATTER!

Use this tip sheet as a guide to plan a summer block party that connects families with summer resources and opportunities young people need.



GOAL OF THE SUMMER BLOCK PARTY

HAVE FUN! Bring children, families and the entire community together to explore opportunities for learning, staying healthy and building new skills through meaningful work experiences.

"LET'S MAKE SURE EVERY YOUNG PERSON KNOWS THAT IN AMERICA, WE'RE ALL COMMITTED TO HELPING THEM ACHIEVE THEIR DREAMS."

President Barack Obama

PLANNING IDEAS

- 1 PICK A DATE** to host your Summer Block Party. National Summer Learning Day is July 14, 2016.
- 2 CREATE A FUN NAME OR THEME**, such as 'Summer Blast Off!', 'Summer Splash!' or 'Fun in the Sun!'.
- 3 KEEP IT SIMPLE.** Focus on a few activities that support your theme, such as a library card sign-up or a speed interviewing session.
- 4 SELECT AN ACCESSIBLE LOCATION.** Whether it's at a local park or library, choose a place where families can easily get to.
- 5 WORK WITH YOUR LOCAL MEDIA** to promote your summer block party through a press release, news article, radio Public Service Announcements (PSA's), etc.
- 6 ENGAGE COMMUNITY LEADERS** (mayor, principals, athletes, media personality) to read, sign autographs or participate in activities.
- 7 REACH OUT TO COMMUNITY BUSINESSES** to provide giveaways, healthy snacks, etc.
- 8 SHARE IT ON SOCIAL MEDIA.** Post pictures and videos of your event during or afterwards to promote your program.
- 9 SEND FAMILIES AWAY WITH BOOKS AND TIPS.** Work with a local bookseller or library to send families away with books for summer reading. Visit summerlearning.org/TipsForFamilies for downloadable family tip sheets that can be included with the books.
- 10 THANK YOUR BLOCK PARTY PARTICIPANTS.** Follow up with a thank you email with images and video from the event to encourage future engagement.



For more information on how to keep kids learning, pre-order on Amazon: *Summers Matter: 10 Things Every Parent and Teacher Should Know about June, July, and August* by the founder of the National Summer Learning Association, Matthew Boulay, PhD.



national summer learning association

3 WAYS TO SHAPE SMARTER SUMMERS, BRIGHTER FUTURES



1 INSPIRE THE JOY OF LEARNING.

- Offer registration for summer reading programs and service learning opportunities.
- Give away free books to create a summer home library.
- Provide resources on summer programs or family discount offers to a local museum, aquarium, zoo, park or nature center.
- Have local colleges or universities talk about summer programs, college life and opportunities for a campus tour.
- Create a tech station to provide on-site demos of digital platforms, apps and tools to keep kids learning anywhere, anytime.



2 FUEL THE MIND AND BODY.

- Have a local grocery store or farmers market provide healthy eating tips and food samples.
- Arrange an outdoor fitness class (Zumba, Yoga, Pilates, etc.).
- Set up a small “interval” course with cones, jump ropes and climbing. Incorporate teamwork in the activity (tag-team race).
- Get a local baseball program to set up pitching and hitting clinics.
- Engage a local restaurant to provide a cooking demo for kids.



3 RECOGNIZE THAT HARD WORK PAYS OFF.

- Hire a photographer to take professional photos of youth to use on their LinkedIn profiles.
- Organize a financial literacy workshop for middle and high school students to encourage saving and managing their money earned from a summer job.
- Provide a resume-writing coaching class for youth.
- Engage a local professional to provide styling tips for interviews.
- Organize a mini-career fair where companies can hire on-the-spot.

NATIONAL SUMMER LEARNING DAY IS JULY 14!
Visit summerlearning.org/SummerLearningDay to learn more.