



**NATIONAL  
SUMMER  
LEARNING DAY**  
JULY 13, 2017

# 10 TIPS FOR CELEBRATING SUMMER LEARNING DAY

#KeepKidsLearning

**NATIONAL SUMMER LEARNING DAY** is a national advocacy day aimed at elevating the importance of keeping kids learning, safe and healthy every summer, ensuring they return to school in the fall ready to succeed in the year. Your participation sends a powerful message across the nation that summers matter and offers an opportunity to showcase how summers can make a life-changing difference in the lives of young people.

- 1 **REGISTER YOUR EVENT OR PROGRAM** to the National Summer Learning Association's Event Calendar at [summerlearning.org](http://summerlearning.org).
- 2 **FINALIZE A FUN THEME.** Superheroes, outer space, baseball, fashion shows, etc.
- 3 **SET A TIME AND LOCATION.** Save the date of July 13; set your time and location. You can celebrate all month!
- 4 **KEEP IT SIMPLE.** Focus on a few activities that support your theme, such as story time with a local celebrity, a fun run or celebration with music and art.
- 5 **WORK WITH YOUR LOCAL MEDIA** to promote your event and why summers matter through a press release, news article, broadcast Public Service Announcements (PSA's), etc.
- 6 **ENGAGE COMMUNITY LEADERS** (mayors, principals, athletes, media personalities) 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. #KeepKidsLearning
- 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/Family](http://summerlearning.org/Family) for downloadable family tip sheets that can be included with the books.
- 10 **THANK YOUR SUMMER LEARNING DAY PARTICIPANTS.** Follow up with a thank you email with images and video from the event to encourage future engagement.

Visit [summerlearning.org/SummerLearningDay](http://summerlearning.org/SummerLearningDay) in May, June and July for brand new resources for communities and families to #KeepKidsLearning all summer long.

Sign up for NSLA's Summer Times eNewsletter for even more ideas!



*Summer*  
Changes Everything™

Phoenix, Arizona  
October 23-25, 2017

Join hundreds of out-of-school time experts at *Summer Changes Everything™*, a national conference devoted to summer learning and afterschool.

Register at [summerlearning.org/conference](http://summerlearning.org/conference) by May 31 and save \$100!



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national summer  
learning association