10 TIPS FOR CELEBRATING SUMMER LEARNING WEEK

REGISTER YOUR EVENT OR PROGRAM to the National Summer Learning Association’s EventTracker at summerlearning.org.

FINALIZE A FUN THEME. Superheroes, outer space, baseball, fashion shows, etc.

SET A TIME AND LOCATION. Save the dates of July 8-13; set your time and location. You can celebrate all month!

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.

WORK WITH YOUR LOCAL MEDIA to promote your event and why summers matter through a press release, news article, public service announcements (PSAs), etc.

ENGAGE COMMUNITY LEADERS (mayors, principals, athletes, media personalities) to read, sign autographs, or participate in activities.

REACH OUT TO COMMUNITY BUSINESSES to provide giveaways, healthy snacks, etc.

SHARE IT ON SOCIAL MEDIA. Post pictures and videos of your event during or afterward to promote your program. #KeepKidsLearning

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 for downloadable family tip sheets that can be included with the books.

THANK YOUR SUMMER LEARNING WEEK CHAMPIONS. Follow up with a thank you email with images and video from the event to encourage future engagement.

Visit summerlearning.org/SummerLearningWeek in May, June, and July for brand-new resources for communities and families to #KeepKidsLearning all summer long.