



# Summer Food For Children Advocacy Toolkit

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On Tuesday June 30, critical Child Nutrition and WIC waivers that millions of children and families rely on for healthy and nourishing food will expire. Help ensure they are extended. Take action now!

## BACKGROUND:

Today—at a time when children desperately need healthy and nourishing food—**more than [120,000 schools](#) across the U.S. are closed** due to Covid-19. Because of these closures, **many children no longer have access** to federally subsidized school lunches, breakfasts, and after school snacks. In response, the U.S. Department of Agriculture (USDA) issued a series of waivers for Child Nutrition and WIC programs to allow for flexibility in getting food to children and families. While some of the waivers have recently been extended, the remaining Child Nutrition and WIC waivers **are set to expire on June 30**.

Today, with more than 40 million people out of work, hunger is **growing at a dramatic rate** in communities across the U.S. Extending these waivers is critically important to address the hunger crisis we are facing.

## OUR ASK:

Please join us in **raising your voice** to share the importance of USDA extending these waivers by using the Summer Food for Children Toolkit below.

Remember to use the hashtag **#MeetingThisMoment**.

Follow the links below to jump straight to your preferred page:

- [Downloadable Toolkit Components](#)
- [Twitter Copy](#)
- [Facebook/LinkedIn Copy](#)

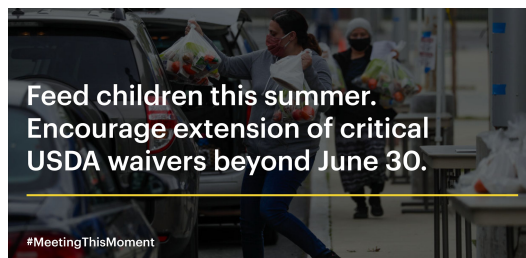
## Downloadable Toolkit Components

- [Sample email to Mayors/Governors and Members of Congress](#)
- [Sample talking points for engagement with policy makers and influencers](#) (Mayors/Governors/Members of Congress/USDA leaders/Policy Influencers)
- [Sample email to USDA Secretary Purdue](#)
- [Sample phone script for policy makers or key influencers](#)
- [Sample email to share with your networks to invite their activation and advocacy](#)

## Twitter Copy

**NOTE:** These sample tweets feature slight variations of the same message and were developed to post approximately 3 per week between today and June 30. This will help you and your networks to have a consistent cadence of messages conveying the urgency of getting the waivers extended ASAP.

Friends, please RT: @SecretarySonny, thank you for extending the Meal Pattern & Area Eligibility waivers. Summer is just around the corner. Children could go hungry without school meals. Extend the remaining Child Nutrition and WIC waivers through the summer. #MeetingThisMoment



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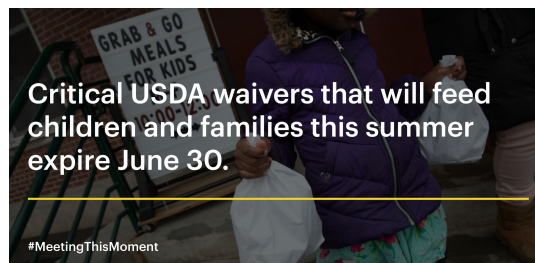
🗣️ @SecretarySonny and @USDA: Please extend the remaining #ChildNutrition and WIC waivers through the summer to ensure that millions of children and families have access to healthy and nutritious food. 🥕 🍅 🍇

RT to show your support. #MeetingThisMoment



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Hey @SecretarySonny, please continue to ensure millions of children and families have access to healthy and nutritious food. Will @USDA extend the remaining #ChildNutrition and WIC waivers through the summer? #MeetingThisMoment



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👋 Hi @SecretarySonny, thank you for extending the Meal Pattern and Area Eligibility waivers. Will you please join us in #MeetingThisMoment by extending the remaining Child Nutrition and WIC waivers through the summer? RT to spread this message and encourage stepping up.



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Millions of children in the US could go hungry this summer.

📣 RT this to encourage @SecretarySonny to extend the remaining @USDA Child Nutrition waivers through the summer. #MeetingThisMoment



[Download Image Here](#)

With 120K+ schools across the country closed, many children no longer have access to federally subsidized meals.

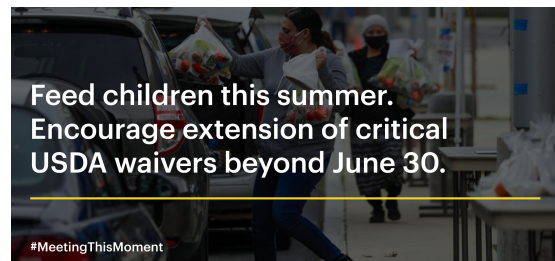
@SecretarySonny—extend the remaining Child Nutrition and WIC waivers to ensure children’s access to food. 📣 #MeetingThisMoment



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☀️ Summer is fast approaching and children need continued access to healthy food. 1 in 4 children are expected to be food insecure as a result of #Covid19.

RT to send @SecretarySonny a message—extend the remaining Child Nutrition waivers through the summer. #MeetingThisMoment



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Schools provide meals to 30 million children in the U.S. During the #Covid19 emergency, many children can't access food.

🔴🔴 RT this to get @SecretarySonny an emergency message: extend the Child Nutrition waivers through the summer. 🔴🔴

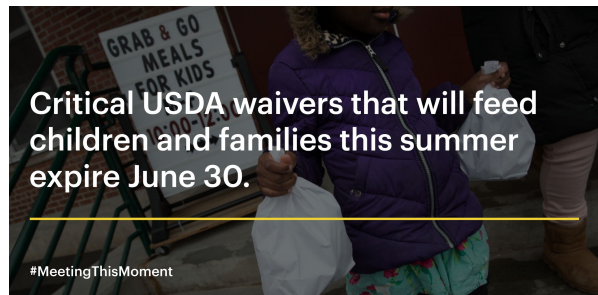
#MeetingThisMoment



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During #Covid19, millions of people have lost their jobs and hunger is growing.

@SecretarySonny, will you extend the remaining Child Nutrition and WIC waivers through the summer to help feed children in need? #MeetingThisMoment



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## Facebook/LinkedIn Copy

**NOTE:** These sample Facebook/LinkedIn posts feature slight variations of the same message and were developed to post approximately 3 per week between today and June 30. This will help you and your networks to have a consistent cadence of messages conveying the urgency of getting the waivers extended ASAP.

More than 120,000 schools across the country are closed due to Covid-19. As a result, many children no longer have access to federally subsidized school meals.

Thank you to Secretary Perdue and the @USDA for extending the Meal Pattern and Area Eligibility waivers to help get nourishing food to more children. Now, the remaining Child Nutrition and WIC waivers need to be extended through the summer so that more children can access the nutritious food they need. Join me and send Secretary Perdue a message:

[bit.ly/tellsonny](https://bit.ly/tellsonny)

#MeetingThisMoment

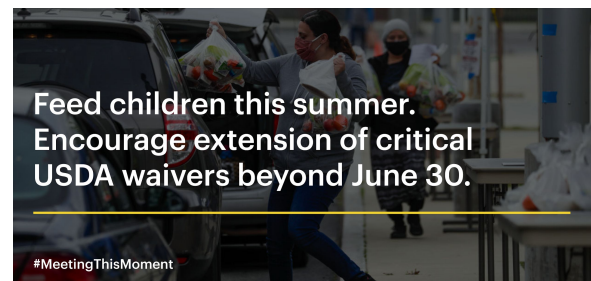


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Rising levels of childhood hunger and a lack of access to healthy food disproportionately impact African American children & their families.

I encourage Secretary Perdue and @USDA to extend the remaining Child Nutrition and WIC waivers through the summer to ensure that children and families in need have access to nutritious food this summer during #COVID19.

#MeetingThisMoment



Feed children this summer.  
Encourage extension of critical  
USDA waivers beyond June 30.

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Schools provide daily meals to 30 million children across the U.S. To help families and children stay nourished through the summer and beyond, I encourage Secretary Perdue and @USDA to extend the remaining Child Nutrition and WIC waivers through the summer.

#MeetingThisMoment

 Join me and send Secretary Perdue a message: [bit.ly/tellsonny](https://bit.ly/tellsonny)



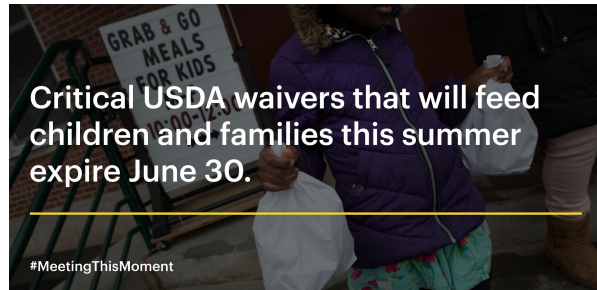
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Millions of people have lost their jobs and hunger is growing at a staggering rate in communities across the U.S. One in four children are expected to be food insecure as a result of the pandemic. We must act fast to ensure that children in need have access to food this summer.

We encourage @USDA Secretary Perdue to extend the remaining Child Nutrition and WIC waivers through the summer.

Join us and send Secretary Perdue a message: [bit.ly/tellsonny](https://bit.ly/tellsonny)

#MeetingThisMoment



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Levels of hunger are rising dramatically across the U.S.: one in four children are expected to be food insecure as a result of the pandemic. Schools are finding innovative ways to ensure that children can access nourishing food this summer but need resources and continued flexibility.

Join me in urging Congress to call on Secretary Perdue to extend the remaining Child Nutrition and WIC waivers through the summer.

Send a message here: [bit.ly/contactingcongress](https://bit.ly/contactingcongress)

#MeetingThisMoment



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I am concerned about the food and nutrition security crisis we are facing with millions of children across the U.S. going hungry.

That's why I encourage Secretary Perdue of the @USDA to extend the remaining Child Nutrition and WIC waivers through the summer to ensure that children and families have access to nourishing food. #MeetingThisMoment



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With the economic downturn and the surge in unemployment, an increased number of children and families are experiencing food insecurity.

Join me in asking your Members of Congress to encourage USDA Secretary Perdue to extend the remaining Child Nutrition and WIC waivers through the summer. We all need to work together to ensure that children and their families who depend on school meals can access nutritious food when school isn't in session. Send a message today to your Members of Congress:

[bit.ly/contactingcongress](https://bit.ly/contactingcongress)

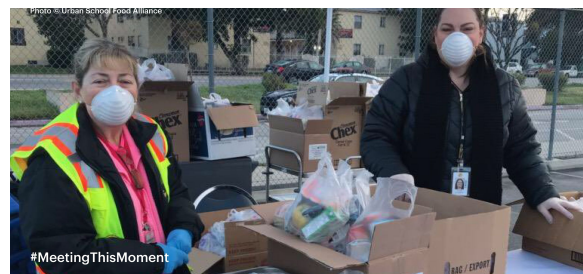
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With the economic downturn and the surge in unemployment, an increased number of children and families are experiencing food and nutrition insecurity. I encourage @USDA Secretary Perdue to extend the remaining Child Nutrition and WIC waivers through the summer.

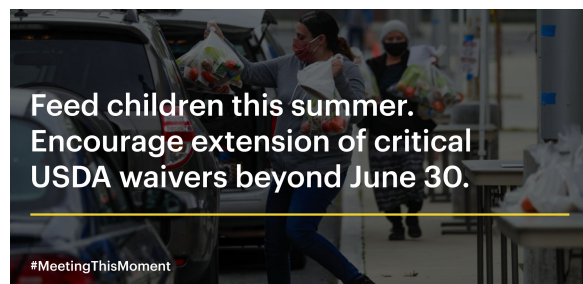
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One in four children in the U.S. are expected to be food insecure as a result of the current pandemic and economic downturn. Schools—especially now when they're closed—are playing a critical role in providing access to healthy food for children and their families.

Join me and send Secretary Perdue a message ([bit.ly/tellsonny](https://bit.ly/tellsonny)) to encourage him to extend the remaining Child Nutrition and WIC waivers through the summer. #MeetingThisMoment



**Feed children this summer.  
Encourage extension of critical  
USDA waivers beyond June 30.**

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