

# 10 TIPS FOR CELEBRATING SUMMER LEARNING WEEK

#KeepKidsLearning

NATIONAL SUMMER LEARNING WEEK is a celebration dedicated to advocacy and awareness around 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 difference in the lives of young people. Visit [summerlearning.org/summer-learning-week](http://summerlearning.org/summer-learning-week) in May, June, and July for brand-new resources for communities and families to #KeepKidsLearning all summer long.

- 1 REGISTER YOUR EVENT OR PROGRAM** to the National Summer Learning Association's EventTracker 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 dates of July 8-13; 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, public service announcements (PSAs), 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 afterward 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 WEEK CHAMPIONS.** Follow up with a thank you email with images and video from the event to encourage future engagement.

## SUMMER LEARNING WEEK THEME DAYS



**Kick-Off Day**  
Monday



**Discovery Day**  
Tuesday



**Masterpiece Day**  
Wednesday



**Future Leaders  
Day**  
Thursday



**Bookworm Day**  
Friday



**Winning at  
Wellness Day**  
Saturday