

GET YOUR SUMMER ON! CAMPAIGN STRATEGIES



- * **2014 Summer Activity Guide**- Bilingual resource guides distributed to all WCCUSD elementary school students
- * **Get Your Summer On! Outreach Fairs**- Summer learning fairs hosted at community events. Coordinating Partners include: YES, City of Richmond, City of San Pablo
 - ❖ 3/29 YES Walk to Nature Event
 - ❖ 4/12 City of Richmond Easter Egg Hunt /Recreation Services Fair
 - ❖ 5/3 Cinco de Mayo, City of San Pablo
- * **Targeted outreach to existing After School program participants** through WCCOST Collaborative partner presentations
- * **Get Your Summer On! Posters** in high visibility locations
- * **Get Your Summer On! Website** hosted by the Ed Fund