

Instruction Sheet & Promotion Ideas



*Welcome to Special Events 2010 - 2011!
The following tips are intended to help you insure that
Special Events will be a great experience for both
students and food service staff.*

Checklist for a successful Special Events Program

- When the shipment arrives, open all boxes to be sure that you received the correct amount of premiums and posters (all premiums are packed in quantities of 100).
- Create eye-catching menus using our coordinating on-linemenue grids.
- Send copies of the enclosed Parent Letter home with your students. The "Special Events Day" flyers for each month may also be copied on the back of your menus and sent home. Participation will increase if parents are aware of the event.
- Duplicate the monthly announcement flyers, (with the "when" and "where" space filled in) and post around the school. Announce your Special Event day on the PA system and bulletin boards several days in advance. Decorate your cafeteria(s) with the program's posters.
- Contact local media (radio, television, newspapers, etc.) to give positive public exposure to the work you are doing to promote nutrition education and the food service program (see our enclosed Press Release Guide). Write an article for the paper on your involvement with nutrition education and the importance of school food service.
- On Special Events days keep lunch lines moving by distributing the premiums last. (Of course, you know what works best with your system).
- Encourage children to learn and share the educational facts from our premiums with their family and friends. And above all, have fun!

More Promotional Ideas



- Use Special Events premiums as incentives for students to purchase meal tickets in advance.
- Special Events days are a good way to promote new menu items. Students are more likely to try new foods when they have an incentive.
- A *Special Surprise Day* will keep participation high for weeks at a time. For example, instead of an announced Special Events Day, try a Surprise Day (tell the students which week you will hand out the premiums, but not the day).
- Have a *Clean Cafeteria Day* and hand out a Special Events premium to students who return their tray and dispose of their trash properly.
- As if kids aren't already excited enough, hold a *Before Break Bonus Day*. Hand out Special Events premiums with school meals on a day leading up to a school break.

Use your imagination, have fun, and share your results with us! Let us know what worked, what didn't and how you promoted your days. Your feedback is extremely important. Each year our program gets better with your help.

Stuck for ideas? Have a theme in mind and no materials? Visit us online at www.mission-nutrition.com.

Thank you for participating in Mission Nutrition's Special Events Program!

Get The Word Out!



Positive publicity helps your program on many levels: it educates the public on smart nutrition choices, fights old-fashioned lunchroom images and increases participation in your meal program. But how do you get the word out? A popular and successful method is a press release. Follow these tips and your Special Events days are sure to be a smash hit!

- 1) Use standard 8 1/2"x11" paper typed on one side only. Leave 1 1/2" margins on each side for editors to write notes in.
- 2) Double-space the release and type it on school letterhead.
- 3) Always date the press release. This gives the release a sense of timeliness and urgency.
- 4) Start by writing, "For Immediate Release" or if written in advance, give the release date.
- 5) Next, type the name, phone number and email address of the contact person.
- 6) You will need a punchy title of about ten words or less that reads like a newspaper headline.
- 7) Keep the press release short and informative. Restrict it to 400 words, one to two pages maximum.
- 8) Your first paragraph is critical. It must explain the "who, what, why, when, where and how."
- 9) Never break a paragraph across two pages.
- 10) If the press release continues onto a second page, write "more" on the lower right-hand corner of the first page.
- 11) Close the press release with one of the two signs centered at the bottom of the page: ### or -30-.
- 12) Mail the press release to your local papers and be prepared for a positive response from the press.

SPECIAL EVENTS DAY!



Dear Parents,

Did you know that school lunches have been found to contain fewer calories from fat and more protein, fiber, vitamins, and iron than lunches brought from home? Today's school meals are nutritious, tasty, cost effective, and convenient.

We want to show you and your child how much fun good nutrition can be. Now, at no extra cost to you, the school food service department is sponsoring the Mission Nutrition Special Events program.

There's no additional cost for the program. If your child purchases a school meal on the "Special Event Day," he or she will receive a fun and educational giveaway item (pencil, eraser, puzzle, etc.). The program also includes posters and monthly flyers for schools to use to promote the importance of healthy eating. It makes understanding good nutrition fun and easy!

So help your child watch the school menus for "Special Events Days," and be assured that he or she will receive a balanced meal and a fun learning experience at the same time.

Sincerely,