



Marketing Plan Template
National School Lunch Week – October 15-19, 2007

Please note that this marketing plan is a template and should be customized to your specific needs and goals.

Background

Every year, schools across the country celebrate National School Lunch Week (NSLW) in October to raise public awareness about the nutritional value of the federally funded lunch program available at schools and to involve students in school lunch. The School Nutrition Association (SNA) provides a fun theme and promotional materials for SNA members to use during these special events.

In our current climate where childhood obesity and weight issues have become major health concerns, it's more important than ever that kids and parents be aware that nutritional lunch programs are available in schools nationwide. In an effort to create major public awareness around NSLW, SNA will once again invite kids all over the country to "vote for their favorite school lunch." SNA will then announce the winner at www.VoteForSchoolLunch.org on October 22nd, the Monday following National School Lunch Week.

This year to encourage more participation we are extending the 'vote' promotion period from back to school and culminating with NSLW. This gives you more time and flexibility to promote the new candidates and the NSLP.

We would like to celebrate this promotion in our schools in order to help increase school lunch participation and raise awareness of the benefits of school lunch.

Objectives

Drive awareness of the benefits of school lunch and increase participation in the National School Lunch Program in the following school/schools.

Please feel free to be more specific: like increase participation by 3% during a time span, for example, from back to school until National School Lunch week, or during National School Lunch week.

Target audience

Primary Audience: Students *(add any relevant information like which schools, grade levels)*

Secondary Audience: Parents *(add any relevant information)*

Strategies and Tactics

Here are some examples of strategies and tactics you may wish to use. Please customize this to meet your specific goals and needs.

Strategy:

Drive lunch participation for the month of September until National School Lunch week, by engaging students and parents about school lunch through the Vote for School Lunch Campaign.

Tactics targeting students:

- Every week, offer one of the five candidates as a reimbursable lunch for kids to sample (official menus are available at www.SchoolNutrition.org/Vote)
- At the end of five weeks, hold a voting day or voting week.
- Alert the media of the voting day and have them cover the event
- Hold 'design a candidate' contests by grade and offer small prizes to the winner(s). Send a maximum of 3 winning designs per school to SNA headquarters to be entered into the national contest.
- Create costumes for staff or kids so the candidates can come to life.
- Have favorite teachers, students or lunch staff campaign for their favorite candidates.
- Have staff wear official Vote for School Lunch gear (aprons, baseball caps) and hand out fun small prizes like pencils or temporary tattoos, all available at SNA's Emporium.
- Create candidate stations in the cafeteria so that candidates can introduce themselves and talk about why they are a healthy, great tasting lunch
- Set up a computer polling station or a paper ballot box to capture student votes
- Use paper ballots to break out voting by grade and by school in order to compare with the national results. Provide SNA headquarters with the final tally per school so that paper ballot votes can be included in the national results. – See toolkit for ballot papers
- Encourage teachers to use the Vote for School Lunch campaign to help teach students about the electoral process.
- Encourage art teachers to get kids to participate in the 'design a candidate' contest.

Tactics targeting parents:

- Invite parents to sample the 5 candidate lunches during National School Lunch Week
- Order free backpack brochures from the Emporium to send home to parents
- Create a voting night at a PTA or PTO event

More ideas and tactics are available in the SNA toolkit at www.SchoolNutrition.org/Vote

Media Strategy

- Download and customize the official press release in order to alert the media to specific events in your school or district
- Approach specific media outlets (like local newspaper(s), radio stations, TV stations etc...)
- Invite the media to cover a specific event like a voting day. Ensure that the cafeteria is well decorated with Vote for School Lunch items and that meals being served reflect at least one or two of the candidates. If you have made costumes for staff or students, this is the day to wear them!

Timing

- Back to school through National School Lunch Week (October 15-19)
- National winner announced on October 22nd - Please make sure you have your school's votes back to SNA Headquarters by Friday October 19, 2007

Budget

If there is a budget for this promotion, this section is where you should indicate how the budget should be spent.

Research and Evaluation

Did the program work? Evaluate your results against your initial objectives. You can even conduct a survey to better understand how students or parents reacted to the promotion. Let SNA have your feedback and include photos!

Next Steps

This section should be customized based on your specific needs, but here are some possible next steps:

- Present the Vote For School Lunch campaign to school nutrition staff and key stakeholders in order to obtain buy-in.
- Customizable presentations are available at www.SchoolNutrition.org/Vote
- Request logos and characters from SNA headquarters
- Download toolkit for more celebration ideas and to photocopy paper ballots, if you are going to use paper ballots
- Decide on computer stations and logistics for where kids can visit www.VoteForSchoolLunch.org to get to know the candidates and vote online
- Determine logistics and process for 'design a candidate' school-based contest
- Download and customize the press release in order to alert the media to specific events