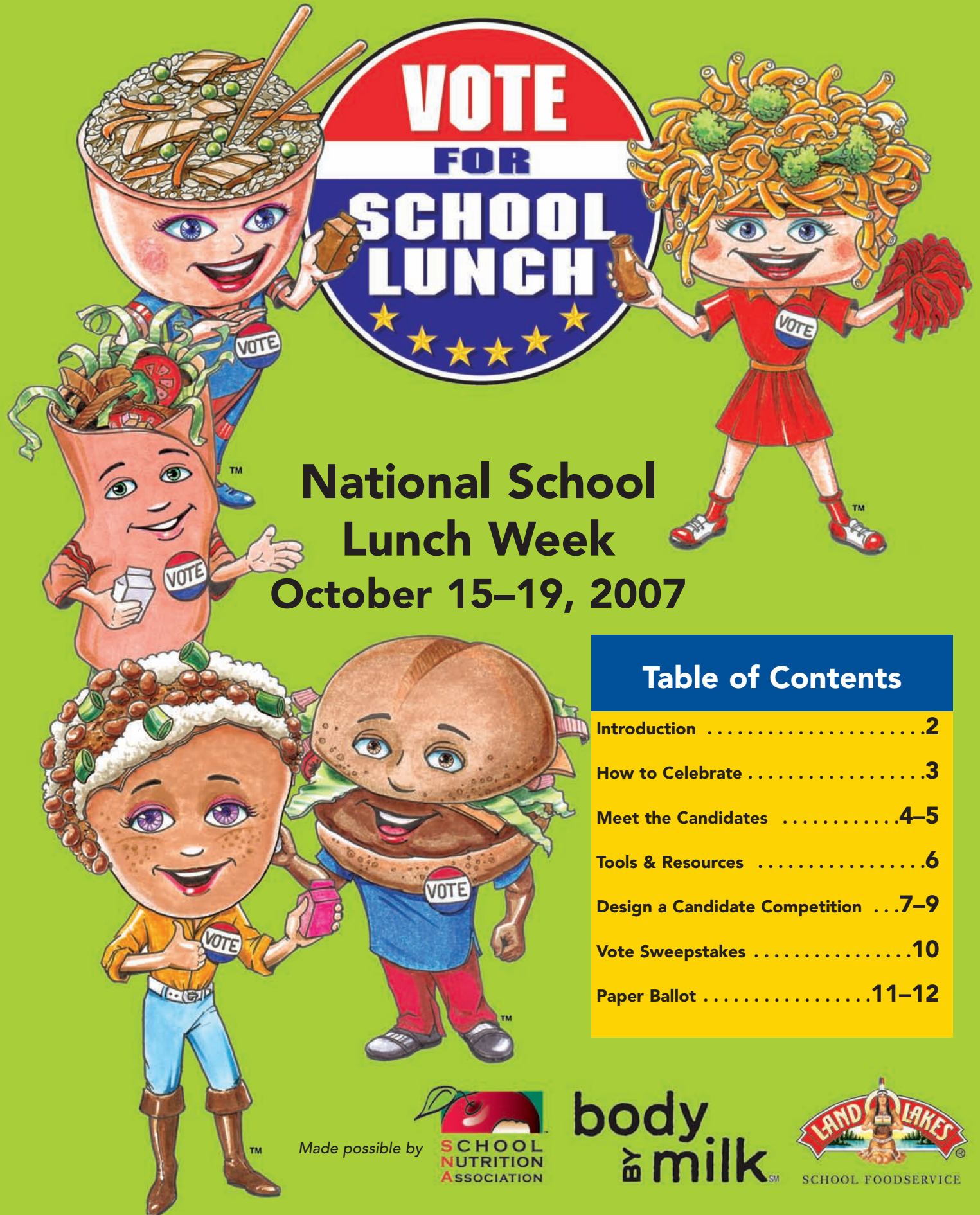


Toolkit and Resources for SNA Members



National School Lunch Week October 15–19, 2007

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**SCHOOL
NUTRITION
ASSOCIATION**

**body
BY milk**SM





Vote for School Lunch is Back!

After a 2006 landslide victory by Pete Pizza, Vote for School Lunch is back and better than ever! 'The Vote' is the award-winning nationwide celebration of the National School Lunch Program and gives kids the chance to learn about and vote for their favorite school lunch from a list of 5 popular candidates in school cafeterias!

Key Messages To Promote:

- ★ Great tasting food is served in nutritious, balanced, kid-appropriate portion sizes in schools
- ★ School Lunches have changed for the better- correct misconceptions about school lunch

This year's 5 new healthy school lunch candidates running for election are:



Biff Burger



Jesse Wrap



Patti Mac 'n' Cheese



Pippa Potato



Yumi Rice Bowl

This campaign is a fun way to get kids aware and involved in the voting process, and at the same time, the campaign will deliver some important messages about the National School Lunch Program. 'Vote for School Lunch' is intended to be celebrated from 'Back to School' right up to National School Lunch Week, October 15-19, 2007.

Voting will take place online at www.VoteForSchoolLunch.org. The polls will be open between **August 1 and October 19**, with the winner to be announced on October 22nd at www.VoteForSchoolLunch.org. SNA members will also receive an email announcing the winner. A web article announcing the results will be posted on the front page of the SNA website.

National School Lunch Program (NSLP)

- ★ The NSLP began in 1946 and is the largest of the federal child nutrition programs
- ★ Congress appropriated \$11.417 billion for the child nutrition programs for fiscal year 2005.
- ★ 29 million children are served lunch every school day, in more than 99,000 schools
- ★ 95% of elementary and secondary school students are enrolled in schools that participate in the NSLP

National School Lunch Week (NSLW)

- ★ Created in 1962 by President John F. Kennedy.
- ★ NSLW is a celebratory week of events and activities promoting the benefits of the NSLP.

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How to Celebrate



Biff Burger



Jesse Wrap



**Patti Mac 'n'
Cheese**



Pippa Potato



**Yumi
Rice Bowl**

Vote for School Lunch is a fun, interactive theme, which kids enjoy...take advantage and put on a great event to 'promote the vote' in your cafeteria or school!

The possibilities are endless, but consider the following ideas as a start. Remember, the 'Vote for School Lunch' promotion starts right at 'back to school', so get on the campaign trail early and reap the benefits!

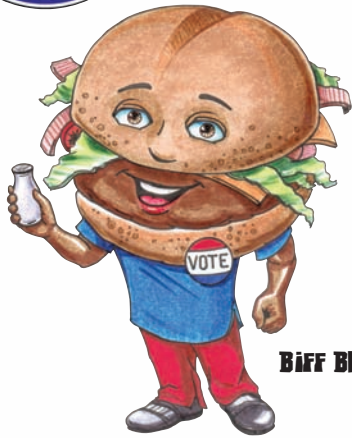
- ★ Hold a Paper Ballot in your cafeteria and compare your results to the national results being announced during NSLW 07 (more details on pages 11 and 12)
- ★ Put the five candidates on your lunch menu. Reimbursable menus featuring the candidates such as Pippa Potato can be found at www.schoolnutrition.org/vote
- ★ Set up a computer polling station for online voting in the cafeteria on specific dates when you plan to menu the official candidates
- ★ Wear campaign badges and other merchandise, available at SNA's Emporium
- ★ Download 'Vote' activity sheets from www.schoolnutrition.org/vote and have kids test their brains during school lunch
- ★ Order free backpack brochures from the Emporium and send them home with kids to help spread the message
- ★ Hold a local 'Design a Candidate' contest and award small prizes to the winners (more details on pages 7-9)
- ★ Share information about the candidates and instructions on how to vote in the school newspaper, on bulletin boards, at assemblies and via announcements
- ★ Make costumes and dress up as the candidates
- ★ If your school has its own television network, work with the media department to provide "news coverage" of the Vote campaign
- ★ Alert your local news media. Provide them with copies of each character's platform so they can run a series of articles in the local paper
- ★ Boost your own team's profile by soliciting an on-air interview for them with the local radio station
- ★ Place reminders in faculty mailboxes and take advantage of staff meetings to encourage them to promote the vote and NSLW to their students
- ★ Invite local politicians (including school board members) to visit during NSLW and act as guest speakers on the topic of how the election process works
- ★ Ask volunteers from the police or fire department or Red Cross to explain the importance of citizenship and personal contribution in a democracy
- ★ Check if teachers and school librarians have lesson plans or activity sheets that tie into the voting topic
- ★ Ask teachers if they would consider taking the children on a field trip to the town hall or even the state capitol
- ★ Host an in-cafeteria debate with the debate club speaking on the merits of the different candidates
- ★ Suggest that the school newspaper "endorse" one of the candidates prior to the vote
- ★ Take polls of teacher and school staff favorites and post these in the cafeteria
- ★ Deck the cafeteria in bunting, stars, flags, balloons and other patriotic products
- ★ Play patriotic music and show related movie clips

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Meet The Candidates



BIFF BURGER

Tell our readers about yourself.

My parents came to the United States from Hamburg, Germany, and I am proud to be an American citizen. I'm ready for this race. It'd be great to be elected, but regardless of who wins, I am committed to solving the meaty issues of the day, including the challenges of becoming lowfat, adding a whole-wheat bun and offering vegetarian variety.

What makes you well suited to the National School Lunch Program?

A burger can be made from virtually anything, making me your versatile vote. I can ham it up, veg out, egg you on, go nuts or beef up your nutrition. You can add cheese, tomatoes, lettuce, sauces and more. Any way you slice it, the result is a delicious, nutritious entrée!

Aside from being a tasty, healthy lunch option, why should people vote for you?

Food safety is key to me. I work hard so that when people see the results, they can say, "Well done!" I promise to never to become a greasy politician. I have had the privilege of training under the legendary martial arts instructor, Cow Sans Fat, to endure grilling from the media without breaking a sweat.

Do you have a message for our nation's students?

You'll flip for Biff Burger! Vote for the lean, clean, protein machine.



Jesse WRAP

Tell our readers about yourself.

I believe I can do a lot for school meals. I may look plain on the outside, but inside, you'll find many unexpected qualities, like tomatoes, sliced turkey and lowfat Cheddar cheese. People sometimes are surprised that I can bring all these different traits to the tray. But I guess every kid feels that way at some point. When I grow up, I plan to attend college and study tortilla law so I can stand up for others.

What makes you well suited to the National School Lunch Program?

I'm the best there is. Check out my wrap sheet: I've got low calories, fat and cholesterol, but high fiber, vitamins, calcium and more. And if you want to talk turkey, I offer one of healthiest proteins around! I pledge allegiance to providing good nutrition, with liberty and Jesse for all.

Aside from being a tasty, healthy lunch option, why should people vote for you?

Kids today need something they can hold on to. Something that can bring together diverse ingredients—like lettuce, meat, tomatoes, beans and more—and wrap them up in a delicious way that's easy to enjoy.

Do you have a message for our nation's students?

When it comes to good nutrition, I've got it all wrapped up!



Patti Mac 'n' Cheese

Tell our readers about yourself.

When people try to box me in, I feel dry and boring. I'd rather think out of the box and heat things up! I don't mean to be cheesy, but lunch is my favorite meal of the day, because it gives me a chance to talk with all my friends.

What makes you well suited to the National School Lunch Program?

Wow, where do I start? "M" is for macaroni—and for meal! I provide everything you need in a lunch, from vitamin A to a yummy taste. My incredible calcium content will help you strengthen and protect your bones, in case you take a tumble. My cheesy flavor is like a gift from the dairy godmother, full of protein to pep you up.

Aside from being a tasty, healthy lunch option, why should people vote for you?

I don't like to brag, but I'm extremely popular! Mac 'n' cheese has been a school meal favorite almost since the very beginning of the National School Lunch Program in 1946, three score and one year ago. Yankee Doodle stuck a feather in his cap and called it macaroni. Don't settle for feathers and wishful thinking. Get the real macaroni!

Do you have a message for our nation's students?

If elected, I will bring warmth and good memories to the cafeteria. I will truly savor my opportunity to serve.

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Meet The Candidates



Pippa Potato

Tell our readers about yourself.

I enjoy debating hot-potato topics like the causes of childhood obesity—it gives me a chance to tell the world how healthy school lunches really are! Ever since I was a little tater tot, I have dreamed of the chance to run for public office.

What makes you well suited to the National School Lunch Program?

I can take the starch out of anyone who says potatoes are empty calories. In reality, potatoes are packed with potassium, which helps to make kids' muscles and nerves strong. I also serve up some serious iron and vital vitamins. Some people may think I should stay on the sidelines, but I can stand next to any other entrée with pride. While some recipes aren't worth a hill of beans, mine is—literally! My Chili Con Carne topping provides a smart mix of meat and beans for healthy fiber, protein and other important nutrients.

Aside from being a tasty, healthy lunch option, why should people vote for you?

Imagine choosing from an array of potato toppings. There's chili, salsa, cheese, broccoli, bacon bits, sour cream, onions, chives, diced vegetables and more. That's what I call potato bliss!

Do you have a message for our nation's students?

There is no such thing as "small potatoes" or "wasted votes." Your vote matters.



Yumi Rice Bowl

Vote for Pippa Potato!

Tell our readers about yourself.

People expect me to be nice and sweet—and I am—but I also can get fired up on issues that are important to me. I have a spicy streak when it comes to the importance of good nutrition in a kid's life. Unpredictable and exciting, I march to the beat of my own drum. I'm bursting with color, flair and flavor!

What makes you well suited to the National School Lunch Program?

I promise to tell the whole-grain truth, and nothing but the truth. Most kids—and even most grownups—don't get enough whole grains in their diet. But with whole-grain rice, it's easier than ever to get what you need. I can find a place for almost any ingredient, and I will shake things up and keep them fresh, nutritious and fun!

Aside from being a tasty, healthy lunch option, why should people vote for you?

Rice-based recipes have soared in popularity. In addition to Asian foods, people are enjoying entrées from Latin America and New Orleans, many of which feature rice as the main ingredient. The time is now, and the rice is right!

Do you have a message for our nation's students?

When East meets West, you've found the best. Are you ready to wok and roll? Vote for Yumi Rice Bowl!

Vote At A Glance

- Voting will take place online at www.VoteForSchoolLunch.org, beginning **August 1, 2007**. Students should be encouraged to vote throughout the back-to-school season. Polls close on **October 19, 2007**, the final day of National School Lunch Week (NSLW) 2007.
- You can opt to distribute paper ballots to students, instead of coordinating an Internet vote. The ballot form and collated results forms can be found on pages 11-12. The collated result form must be received at SNA Headquarters by midnight on October 19, 2007. You can fax yours to (703) 739-3915.
- Over the course of the last 60 years, school lunches have improved dramatically. Emphasize to students that each of the Vote for School Lunch candidates meet health and nutrition standards when served as part of a reimbursable school lunch.
- Election winners will be announced on **October 22, 2007**. This schedule allows students to vote throughout National School Lunch Week, which occurs **October 15-19, 2007**.
- Busy planning? When you tell SNA how you intend to celebrate Vote for School Lunch, you will be entered in a drawing to win prizes for your students and yourself. You also might receive Vote for School Lunch sticker sheets. Learn more at www.schoolnutrition.org/vote.

Made possible by





Vote for School Lunch Resources

We want to help you make this year's National School Lunch Week celebration the biggest ever...so we've put together some great resources to help you along the campaign trail. You can get started as early as the first day of school!

Member Resources Website www.schoolnutrition.org/vote

This should be your first stop for all things Vote!
This great resource is brought to you with generous support from Land O' Lakes, Inc and the International Dairy Food Association and features:

- ★ Vote for School Lunch toolkit
- ★ Fun activity sheets for your students
- ★ Parent/Student backpack brochure
- ★ Reimbursable menus based on Pippa Potato, Jesse Wrap and the other candidates
- ★ 'Design a Candidate' contest information and entry forms
- ★ Downloadable Vote logos for use on menus/newsletters etc
- ★ Articles and information on Vote for School Lunch
- ★ Feedback Sweepstakes
- ★ Cool Vote for School Lunch merchandise
- ★ Downloadable web 'banners' to post on your web site
- ★ Downloadable and customizable press release
- ★ Presentations for key stakeholders and for school nutrition staff
- ★ Marketing plan template

Official Voting Website www.VoteForSchoolLunch.org

This is where it will all happen. This year, the web site is hosted by Carlton Milk, who was inspired by American Idol's Ryan Seacrest. Tell your students to log on and:

- ★ Meet the Candidates
- ★ Find out how to enter the 'Design a Candidate' Contest
- ★ Vote for THEIR favorite school lunch
- ★ Post their feedback and check out feedback from other kids

This site is really cool, so please send as many kids, parents and colleagues there as possible. Don't forget, you have the biggest influence on how many kids 'Vote for School Lunch' and enter the 'Design a Candidate' contest.

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PR Campaign

SNA is working with a PR agency to secure positive coverage of the Vote. This will include pitching articles to magazines and newspapers, as well as television. If you are putting on an event and think it would interest the media, or if you have media contacts, but need support in pitching to them please contact SNA's Service Center at 1 800 877 8822 and ask for Public Relations support. Also, be sure to download the official press release that you can customize for your local celebration.

Vote Merchandise from SNA's Emporium –

What better way to show your support for Vote than by wearing the official t-shirts, aprons and baseball caps, or by decorating your cafeteria with balloons and other celebratory merchandise. Visit the Emporium online at www.emporium.schoolnutrition.org or call toll-free at 1-800-728-0728.

FREE Stickers

Who said there is no such thing a free (school) lunch? With any purchase over \$100 from Emporium, you will receive free Vote For School Lunch stickers. Your students will love the opportunity to show their support for their favorite candidate by wearing their sticker. The only way you can get these exclusive stickers is by purchasing from Emporium, or by entering SNA's Vote for School Lunch Feedback Sweepstakes.

Contact Vote Central

SNA is committed to making 'Vote for School Lunch' your biggest NSLW celebration ever. If you have any questions about Vote, contact Vote Central by calling SNA's Service Center. SNA's Marketing Center is also here to help.

Vote for School Lunch — Design a Candidate Contest



SNA is pleased to announce the 'Design a Candidate' contest, challenging students nationwide to design and name candidates that they would most like to see run in Vote for School Lunch 2008 – Presidential Edition.

The three designs judged to be the nation's best will be recreated professionally, and will compete in the 2008 elections, running against Pete Pizza, as well as the eventual winner of the 2007 Vote for School Lunch race. This new student contest represents a huge promotional opportunity for SNA members and an incredibly exciting prospect for students.

Contest Information

- ★ Students (from grades 1-12) should create a sketch or drawing of an original Vote for School Lunch candidate, one they would like to see run in the 2008 Vote for School Lunch elections. Drawings or sketches can be submitted as:
 - ★ Traditional drawing or sketch
 - ★ Design, using computer software like Adobe or other computer design software.
- ★ Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.
- ★ The 'Design a Candidate' contest has a local and national element. All entries by students must be made to a local competition (to be organized by and held in schools or school districts).
- ★ School nutrition professionals are encouraged to arrange a school-wide 'Design a Candidate' contest and judge the entries to determine a maximum of three overall winners per school. Judging by school grade level may help you to stimulate interest (but remember you can only pick 3 winners per school to forward to the national contest).
- ★ 3 overall winners per school can be entered (by SNA members or school officials) to the national contest. To judge the national contest, a panel of judges will select a group of finalists, and then three overall winners, based on pre-established criteria, which will be published as part of the official contest



rules. SNA will not accept entries directly from students.

- ★ Local 'Design a Candidate' contest can begin at 'Back to School 2007' and entries to the national 'Design a Candidate' contest will be accepted between **August 1, 2007 and October 31, 2007**.
- ★ Three national winners will be professionally re-created and will be entered as candidates in the Vote for School Lunch 2008—Presidential Edition.
- ★ Deadline for SNA to receive entries from schools is October 31, 2007.
- ★ The information above is only a summary of the competition the complete Vote for School Lunch 'Design a Candidate' Official Contest Rules can be found at www.schoolnutrition.org/vote

Made possible by





Design A Candidate Contest

Student Entry Form



Name _____ Grade _____

School/District _____ State _____

My Candidate is called: _____

My Candidate is a Healthy Lunch because... _____

Draw your candidate in the space below, on any piece of paper, or using a computer and attaching it to this form.

Entries to the national contest can only be accepted from an School Nutrition Association (SNA) member or other participating school official. SNA cannot accept entries directly from students. All winners will be notified through their school official. Visit www.VoteForSchoolLunch.org/rules for complete rules and regulations.





Design A Candidate Contest National Entry Form



PLEASE SEND THIS FORM ALONG WITH STUDENT ENTRY FORMS, ARTWORK,
AND OTHER FILES BY OCTOBER 31, 2007 TO: SNA, DESIGN A CANDIDATE CONTEST,
700 WASHINGTON STREET, SUITE 300, ALEXANDRIA, VA 22314

To be completed by submitting School Official or Nutrition Professional

Full Name _____
 Title _____
 School District _____ Telephone _____
 Address _____

City _____
 State/Zip _____
 Email _____

I confirm that the following students were winners of a Vote for School Lunch 'Design A Candidate' contest and I am entering them to the national competition.

Signature _____

WINNER 1

Name _____ Grade _____
 School _____ State _____

Name of Character _____

My Candidate is a Healthy Lunch because... _____

WINNER 2

Name _____ Grade _____
 School _____ State _____

Name of Character _____

My Candidate is a Healthy Lunch because... _____

WINNER 3

Name _____ Grade _____
 School _____ State _____

Name of Character _____

My Candidate is a Healthy Lunch because... _____





Vote Sweepstakes

How will your school celebrate the Vote?

Like all elections, it's the grassroots efforts that determine success. Help make the return of 'Vote for School Lunch' a ballot box blockbuster!

Need ideas? Here are some actual 2006 Vote for School Lunch Celebrations



Focused on spreading positive messages about school lunch, the school nutrition staff at Springfield Elementary School, Michigan City, Ind., invited Indiana House Representative Mary Kay Budak to attend its NSLW kick-off assembly. "The entire school caught the election fever," declares Cafeteria Manager Pat Vinson, explaining that students were spurred to vote in large numbers.



To maximize voting participation, the Lake Forest Central Elementary School, Felton, Del., child nutrition team made announcements over the school intercom, requesting teachers to submit their class votes. To garner participation from students and parents, a NSLW banner was added to the school web page.



At Mount Carmel Elementary School, in Abbeville, La., t-shirts and baseball caps were given away as special prizes to the students, and the school nutrition staff wore attire purchased from the SNA Emporium to top off their candidate costumes.



The school nutrition staff of the Fox C-6 School District, Arnold, Mo., promoted the vote by participating in a local parade. Staff dressed as the campaign characters and carried posters and banners, while two antique fire engines sported signage for "Vote for School Lunch." "We always participate in NSLW, but this by far was one of the greatest promotions we have had to work with," states Foodservice Director Candy Sengheiser, SNS.



The school nutrition professionals at Northview Elementary School, in Eagan, Minn., considered this year's NSLW theme a perfect opportunity to not only communicate lessons about good health, but also to try boosting school lunch participation. A contest was held to see which class could achieve the highest percentage of students eating school lunch throughout the week. The winning class enjoyed a fun activity with the PE teachers.

Tell us what you're doing to celebrate Vote for School Lunch. In return, you will be entered to win fabulous prizes for your students and yourself!

To Enter This Fun Sweepstakes

To enter this fabulous sweepstakes, simply print the entry form at www.schoolnutrition.org/vote, complete it explaining what you are doing to celebrate the Vote and how it helped School Lunch participation. Then send the form to SNA Headquarters with any supporting materials such as photos, flyers, menus etc. It couldn't be simpler!

Each month in August, September and October, prizes will be awarded for participation. SNA will also be giving 'Vote for School Lunch' sticker sheets to every entrant (while supplies last), proving that with school lunch, everyone is a winner!

Prizes will be awarded randomly for participation and will include:

- ★ Vote for School Lunch Merchandise as found in the Emporium
- ★ Emporium Gift Cards
- ★ Cartoon Network/Get Animated prize packs
- ★ Other great prizes for staff and kids alike!

Members who participate also have the opportunity to have their event, idea, or vote covered in SNA's *School Nutrition* magazine.

Feedback Sweepstakes entry form and additional details can be found at www.schoolnutrition.org/vote

Made possible by





Paper Ballot Instructions

A paper ballot is a great way to get involved in Vote for School Lunch, especially if you don't have access to a computer to vote online. If you want to hold a paper ballot at your school, it couldn't be easier. Here are the basic steps:

1. Copy as many of the Paper Ballots for Students (shown on page 12 as you need. Cut them along the perforations.
2. Hand a paper ballot to every student participating in the cafeteria vote.
3. Place a ballot box in your cafeteria, and invite students to each pick a favorite and place a vote in the box.

4. Count the number of votes for each candidate and announce the winner in your cafeteria.
5. Complete the collated Results Form below (or downloadable online) and fax to (703) 739-3915 or mail to

SNA—Vote for School Lunch
700 S. Washington St, Suite 300
Alexandria, VA 22314

Faxing or sending the collated Results Form will ensure that your votes are entered into the national total. The deadline for SNA to receive paper ballots is October 19, 2007.



PAPER BALLOT— COLLATED RESULTS FORM

This form is used to record the results of the paper ballot held at your school, allowing them to be added to the nationwide vote at www.VoteForSchoolLunch.org.

The vote tallies in my school were as follows:



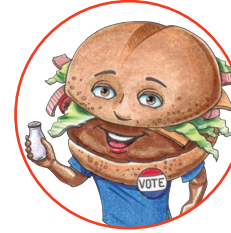
Patty Mac 'n' Cheese



Jesse Wrap



Pippa Potato



Biff Burger



Yumi Rice Bowl

I certify that these are the genuine results of a paper ballot vote and should be added to the nationwide totals.

Name _____

Title _____

Signature _____

Date _____

Name of School/District _____

STATE



Paper Ballots for Students



Vote for School Lunch 2007—Official Ballot

I want to Vote For School Lunch. I vote for:
Please check one box with your choice.



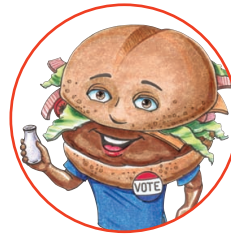
Patty Mac 'n' Cheese



Jesse Wrap



Pippa Potato



Biff Burger



Yumi Rice Bowl



Check out www.VoteForSchoolLunch.org to vote again online, meet the candidates, get the latest scoop, post your feedback on the campaign and much, much more...



Vote for School Lunch 2007—Official Ballot

I want to Vote For School Lunch. I vote for:
Please check one box with your choice.



Patty Mac 'n' Cheese



Jesse Wrap



Pippa Potato



Biff Burger



Yumi Rice Bowl



Check out www.VoteForSchoolLunch.org to vote again online, meet the candidates, get the latest scoop, post your feedback on the campaign and much, much more...