



4 TIPS TO INCREASE SSO PARTICIPATION

UPDATE: USDA is allowing schools to serve free meals to all children!

GIVE FAMILIES MORE!



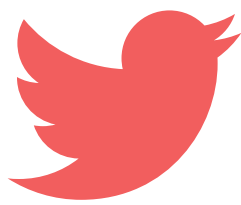
Schools can now offer meals on weekends and holidays. Schools can potentially offer snack and supper too. More for families, more reasons to come back week after week. Plus, this will increase your overall meal reimbursements.

GET THE WORD OUT!



Families can't pick up meal if they don't know you are offering them. Spread the word that all children can eat for FREE. Call families, announce in class, put up a banner (We made you a template). Remember, this is for your families AND the surrounding community that may not know about your program, until now.

BE SOCIAL... ONLINE!



Leverage social media. Sharing the time and locations of your meal picks is essential, but don't stop there! Make your service as appealing and enticing as possible. Tell families about the menu. Share photos and videos of your distribution and all the great food students will receive.

SAY IT LOUD AND REPEAT IT!



Post and message multiple times a week and at different times to ensure to reach a wide audience. This doesn't need to be time consuming, draft your posts all at once and schedule them to post automatically throughout the week and month.

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