**4 Tips to Increase SSP Participation**

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

1. 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.

1. 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 a banner out (We made you a template). Remember, this is for your families AND the surrounding community that may not know about you program, until now.

1. Be Social… Online!

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.

1. Say It Loud and Repeat It!

Post 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.

**Sample Social Media Messages:**

Here is some sample social media messaging. Just update the [ ]’s and blanks to match your offerings then post or provide to your marketing team.

DRAFTS:

All children can pick up 5-day lunch meal kits for FREE at [School]. You can pick up meals on Wednesdays from [Time] to [Time]. For more information please reach out to [Contact].

Come by on [Monday] to pick up meals for the whole week! All children in the family can grab 5-days of breakfast and lunch.

We know you’re busy, parents can pick up for their students without them being present. Drive-thru and grab your meal kit today for the whole family!

News Flash! We are now providing 2 extra days of meals for Saturday and Sunday! No charge they are included in your weekly meal kit.

Start the day off right with a healthy breakfast! Pick-up a week’s work every [Day] @ [Time].

Make distance learning a little closer to normal with your regular school meals of home. Pick up today @ 3:00pm.

We’re #inthistogether Help support our school, local business, and farmers by picking up meals every week. Your support keeps us all working and thriving! #thankyou

We offer no-touch food service. Drive through, pop your trunk, and we will load 5 days of meals for free. Pick up today @ 3:00pm.

It’s true! Meals are free all school year! Come by every week on Wednesdays from [Time] to [Time]. For more information please reach out to [Contact].

**Sample Letter to Families:**

DRAFT:

Dear [School] community:

Great news! All students can pick up free [#]-day meal kits through the rest of this school year!

Our meal kits feature delicious and nutritious [breakfast, lunch, snack, and supper] entree. As always, these meal kits include daily sides of fresh fruit, vegetables, and milk. [Vegetarian options are available.]

Come by and pick-up meals for all family members 18 years and younger. Meal kits are available [daily/weekly] at [campus name]:

Pick up Date/Time:

Pick up location:

For more information about picking up your student’s free meal kit, please contact:

[Name]

[Title]

[Phone]

[Email]