

Marketing

Your School Nutrition Program



Develop a Brochure to showcase your program.

Distribute to:

- ✓ Doctors' and Dentists' Offices;
- ✓ Public Libraries and Parks and Recreation Facilities;

- ✓ Your School Board, Parents; and
- ✓ Don't forget the principals, guidance counselors, administrators, teachers, and main offices at your schools.

Develop a theme to use throughout the brochure. For instance...Benefits of School Meals, Value of Your Product (both nutritional and monetary), Healthy Choice for Your Child

Use a CATCHY headline. If they don't open your brochure, it has failed.

Be sure the content of the brochure flows easily. It may not be read in order. Be sure each point is clear and concise, provides answers to common questions, and repeats your theme often.



Use templates for ease of layout. Many software programs have templates that are easy to use. USDA/FNS offers templates that can be downloaded and altered to fit your needs.

Include contact information and how to participate in your program. This should include clear and easy steps required to begin participation and contact info for problems or questions.



Keep Spreading the Word to Ensure You Will Be Heard!

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This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service through an agreement with the Institute of Child Nutrition at the University of Mississippi. The contents of this publication do not necessarily reflect the views or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. government.

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