



PRE-PLANNING

Mid November-January

- ⇒ Approach superintendent and principal of building you would like to visit and confirm that it is ok to run the promotion
- ⇒ See suggested agenda for info on what to do and see on site visit. Customize as needed.
- ⇒ Identify your legislators to visit with these sites (see reference guide for link)
- ⇒ Contact legislator using either template letter, template email or phone call. Include these topics:
 - ⇒ Purpose of visit
 - ⇒ List 2 week timeframe
 - ⇒ Supply rep with your contact info
- ⇒ One week after: If you sent written communication follow up with their staff to confirm they received the info. This will require a phone call.
- ⇒ Start planning your menu. Make sure meal is colorful and healthy.
- ⇒ Modify takeaway packet with district specific info.
- ⇒ If you feel you need more assistance please contact your local area rep to assist with the visit.



PRE-PLANNING

Early February

- ⇒ Identify your welcoming committee. Include yourself and other key players like superintendent, principal, a few student food team members, etc.
- ⇒ Reach out to district's communication department to let them know about the event and to coordinate press release to local media.
- ⇒ If you are having students present obtain photo release if required by district.
- ⇒ Talk to staff about event and go over tour plan with them so they know what to expect. Brief them on the purpose of the visit, what points to talk about, uniform & food presentation expectations.
- ⇒ Reserve a room to express expectations
- ⇒ Alert school's front office about special guest and timeframe. Check on visitor security requirements (nametags, sign in sheet, etc.)
- ⇒ Identify photo op location
- ⇒ Finalize agenda
- ⇒ Prep cafeteria day before vent. De-clutter & clean floors, walls, signage, equipment. Be photo ready!
- ⇒ Week before event confirm with legislative staff & welcoming committee



**SCHOOL
NUTRITION
ASSOCIATION
OF MICHIGAN**



DAY OF EVENT

- ⇒ Before arrival check in with staff to assure cleanliness of cafeteria and staff as well as food quality.
- ⇒ Assemble presentation materials and takeaway packet and business cards.
- ⇒ Assemble welcoming committee at least 15 minutes before arrival in lobby of school.
- ⇒ Conduct tour with your legislator and enjoy your meal with the kids
- ⇒ Adjourn to the conference room for Q & A and go over the takeaway packet to ensure they understand our message.
- ⇒ Thank all participants for attending and check them out at the front desk.



AFTER THE EVENT

- ⇒ Send a thank you note to the legislator, scheduler and staff person via email. Include any information requested by their department.
- ⇒ Send a thank you note to the welcoming committee for all of their help.
- ⇒ Fill out event follow up form and email it to the SNAM legislative chair.

REFERENCES

- ⇒ <http://www.senate.michigan.gov/fysbyaddress.html>
- ⇒ <http://www.house.mi.gov/mhrpublic/>
- ⇒ Cafeteria Site Visit 101 & Preparing Your Message from SNA: <https://schoolnutrition.org/LegislationPolicy/StateGrassrootsAdvocacyTools>
- ⇒ Lunch with your legislator materials link