Afterschool Meals Promotion

Sample Text for the Umbrella Model

The sample text found on the following pages can be used to promote the availability of afterschool meals to all students at your school. Feel free to modify it to meet the needs of your school and the details of your afterschool meal program.

Please also note the following suggestions:

* Some schools would rather position the afterschool meal as a “super snack,” even though it’s a fully reimbursable meal according to CACFP definition. This may be appropriate if you anticipate concern from parents or other stakeholders about the school attempting to supersede the parents’ responsibility to provide dinner or the possibility of “double supper” and obesity issues. You may wish to get feedback from a few trusted parents or other stakeholders before pushing out the message more broadly.
* Hot meals are often a big draw for students. If you’re offering hot meals, at least on some days of the week, weave this into the language for students (e.g., call it a “delicious hot meal” instead of just a “delicious meal”).
* If possible, include a nice picture of one of your most delicious afterschool meals (one that’s sure to be a hit with students!) where appropriate (e.g., Facebook post, Instagram, school website).
* The sample flyer on the last page should include a photo, such as a well-known celebrity or athlete that will catch the attention of students, or an example meal. Customize the flyer with your school logo, mascot, and colors. If needed, add pertinent details like the time frame that meals are available or additional serving locations.

Morning Announcement Script (Student Audience)

Feeling hungry after a full day of learning?  Did you know that you can get a delicious **[meal or “super snack”]** in the cafeteria every day, right after the last bell rings – and it’s totally free?  Just head on down before you leave school or head out to your next activity.  Get the food you need to power your afternoon hours and come back ready to learn the next day.

Facebook Post (Student Audience)

Feeling hungry after a full day of learning?  Did you know that you can get a delicious **[meal or “super snack”]** in the cafeteria every day, right after the last bell rings – totally free?  Just head on down before you leave school or head out to your next activity.  Get the food you need to power your afternoon hours and come back ready to learn the next day. **[Add picture if available]**

Tweet (Student Audience)

Hungry after a full day of learning?  Power your afternoon hours with free **[meals or “super snacks”]**, served daily in the cafeteria after the last bell.

Website Post/Newsletter Text (Student or Parent Audience)

Feeling hungry after a full day of learning?  Did you know that **[School Name]** serves delicious **[meals or “super snacks”]** in the cafeteria every day, right after the last bell rings – totally free for all students?  Students can head to the cafeteria before leaving school or on their way to their next activity.  They’ll get the healthy food they need to power their afternoon hours and come back ready to learn the next day. **[Add picture if available]**

Robocall/Call-Out Script (Parent Audience)

“Hello! This is Principal **[Last Name]** at **[School Name]**.

We know how hungry students can be after a full day of learning.  Did you know that **[School Name]** offers healthy, satisfying **[meals or “super snacks”]** daily to all students right after the bell rings – totally free?  We’re making sure all students can get the healthy food they need to power their afternoon hours – and come back to school ready to learn the next day.  Afterschool **[meals or “super snacks”]** are available in the cafeteria – encourage your student to head on down before they leave school.”

Email Text (Parent Audience)

Dear Parent,

Is your student feeling hungry after a full day of learning?  Did you know that all students can get a healthy, delicious **[meal or “super snack”]** in the cafeteria right after the last bell rings each day – totally free?  It’s just one of the many ways **[School Name]** is making sure our students have the fuel they need to fire up their brains.

Encourage your student to head on down before they leave school or head out to their next activity.  Let’s work together to get every student at **[School Name]** healthy food to power their afternoon hours and come back ready to learn the next day.

Sincerely,

**[Principal Name]**

**Power**

**Your Afternoon**

**Hours**

Delete this text and insert a photo of your choosing, such as an athlete that may resonate with students or an example of a meal that may be served.

**Grab a free [meal or super snack] in the [cafeteria, commons, other serving area]
every day after school until [specify end of serving time].**