



# PROMOTE YOUR INDIANA FOOD DAY

Once your planning team has decided on your Food Day activities, spread the word among your community, partners, students, and parents to build excitement and increase engagement for the event.

CONTACT: [f2s@doe.in.gov](mailto:f2s@doe.in.gov)  
[FoodDayINSchool.com](http://FoodDayINSchool.com)





## BEFORE FOOD DAY

- Announce the event in your school and offices. Use this as an opportunity to invite parents and other volunteers to lead Food Day activities, find local proteins, or invite one or more farmers to visit. Present an overview of your plans at your district school board meeting, as well.
- Promote your Food Day through social media using the hashtags **#INFoodDay** and **#F2SMonth**
- Inform your local news media outlets — newspapers, TV stations, radio stations. Pitch one or more fun features to run ahead of time, and designate a representative from your planning committee to be interviewed and/or coordinate interviews with a partner farmer, chef, etc. (Tip: reporters generally like more than one person to quote). To help, here is a [press release template](#) you can customize and send to local media.
- Arrange a special Food Day planning meeting that's open to parents and the public — be sure to find a time when many community members can join (perhaps just preceding one of your district's regular school board meetings, in the same venue?).
- Download and print flyers to tack up around the school, cafeteria, and community. Posters will be sent upon request. You can find the materials here:

**MATERIALS**



FLYER



POSTER

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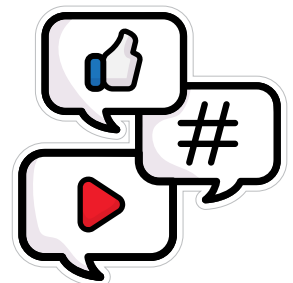
- Talk to cafeteria and foodservice staff about including dishes on the Food Day menu made from local proteins, and/or to assist you with purchasing local protein foods for the event. Put “Indiana Food Day” on the school menu and highlight supplying local farmers/stores.
- Do a Food Day countdown; one old-fashioned way is to create a large wall calendar that can be posted on a highly-visible wall in your school(s) and “X” through each day, with the target date circled or starred.



## DOCUMENT YOUR FOOD DAY



- Invite reporters from local news media (newspapers, TV, radio) to photograph or get video footage of your event.
- If your school has its own yearbook or newspaper, be sure to invite the photographer!
- Appoint a volunteer photographer and/or videographer from your planning committee to capture the action of Food Day.
- Share your photos, videos, and stories through Facebook, Twitter, Instagram, and other social media, with the hashtags **#INFoodDay** and **#F2SMonth**.



*(Please note that any images posted to social media may be used in future Food Day promotional materials.)*

- Create a class poster, collage, or scrapbook of photos — with which students can help — to document the event for posterity!

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## CONTACTS

Above all, remember that Food Day is supposed to be a fun way to learn! If you have any questions not addressed in this handout, or suggestions of activities for this year's or a future Food Day, please reach out to [f2s@doe.in.gov](mailto:f2s@doe.in.gov).



Another great initiative in October is the **Indiana Great Apple Crunch**. If you would like to include this with your Food Day activities, or even designate an additional date just for the Apple Crunch, you can register [here](#):



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