



# Building Smarter Lunchrooms Partnerships

## Parent and Community Organizations

Parents and community leaders know that positive changes in schools help kids and communities thrive. Here are ways to involve these valuable stakeholders in your Smarter Lunchrooms initiatives.

Pro tip: Always remember to thank your partners publicly and in person!

### PTA/PTO/Boosters

- Parents know enriching the learning environment will increase their kids' interest in school.
- Parents are great sources of creativity, manpower, funding, and connections to community groups. They can assist with fundraising, advocating for Smarter Lunchrooms projects to school leaders and businesses, and championing healthy causes such as snack-free parties.
- The president of each parent organization should be listed in the school's front office. Contact them by phone if possible. You can also ask to speak to the whole group at their next meeting.

### Community Organizations

- Community leaders know that supporting schools supports the community.
- Different organizations have different support capabilities. Service organizations can provide manpower or fundraising, farmers markets may provide fresh produce or chefs for taste tests and events, fitness groups may help with special events or speakers, and religious centers can advocate Smarter Lunchrooms wellness initiatives to families.
- Almost every service organization has a website and/or social media presence (Facebook, Twitter, Instagram, etc.). Search online for the organization's mission, leadership, and contact information. Introduce yourself with a short call or email with the Smarter Lunchrooms flyer attached.

### Businesses and Non-Profits

- Businesses like helping schools in order to maintain a positive relationship with the community. Also, donations to Smarter Lunchrooms projects in schools are tax deductible!
- Businesses and non-profits can provide financial support and supplies (art supplies, attractive food containers and utensils, signage or printing, lunchroom equipment such as salad bars, healthy refreshments, incentives for lunchroom staff such as personalized aprons, prizes for student involvement activities, etc.).
- All businesses and non-profits have an online presence. Ask to speak with the head of marketing and arrange a time to meet. Focus your message on positive visibility within the community.

