



Guide to Getting More People Involved

The more people we involve in *Time for Lunch*, the stronger our message will be. You can make your Eat-In more effective if you put in the extra effort to reach out to people you don't already know. Here are some suggestions¹ for gathering a diverse organizing team and recruiting more people to your Eat-In:

- **Find common ground.** We all believe in building a strong foundation for our children's health. Learn what makes someone passionate, and show that person why he or she has a stake in the Child Nutrition Act. Try reaching out to:
 - Parents and parent groups (like your local PTA)
 - Teachers, teachers' unions and education advocates
 - Organizations that work on hunger, food security and social justice, and those that see the consequences of obesity and diabetes first-hand
 - Public health groups, fitness groups and advocates for healthcare reform
 - Farmers
 - Cafeteria workers, school gardeners and culinary instructors
 - Youth organizations and students (especially high school students)
 - Churches, clergy and faith groups that work on community projects
 - Environmental organizations
 - Restaurants and good food businesses
 - Neighborhood, community and civic groups (e.g. The Rotary Club) and ethnic groups (e.g. The African-American Men's Association)
- **Get people involved early.** Their participation will have more meaning if they have some say in how the Eat-In turns out. They'll also be more likely to become new allies to work with in the future.
- **Share the work.** Learn about peoples' interests, skills and time schedule, and then assign them tasks that fit their everyday life: for example, a farmer could put out postcards at his or her farmers' market stand every weekend. A summer camp instructor could talk about the campaign with parents.

¹ For these and a number of other great suggestions, Slow Food USA is indebted to the organizers from [Green Jobs Now](#) and the authors of [Fight Global Warming Now](#).



- **Share responsibility.** Ask people to be fellow organizers, not new members of “your group.” In most cases, your collaboration will work better as a loose group rather than as a hierarchy of leaders.
- **Do easy favors easily.** If you ask a group to donate time or services and they ask for something in return, give it (if you can). In this campaign, publicity may be easy to give; you might have the chance to highlight their work and get them some attention. Don’t worry if your organizations don’t agree about every detail: this is just one campaign, and you do agree that children need real food at school.
- **Thank them.** They’re your fellow volunteers, and by the end of the campaign, they’re probably fellow friends. Show them your gratitude from the start, when they first get involved, and then share the glory of success at the end.

Resources

- **MeetUp.com** is the world's largest network of local groups. Use it to organize a local group or find one already meeting in your area. <http://meetup.com>.
- **All for Good** is a brand-new site for finding volunteer opportunities in your community. If you type in your zip code, you’ll get a decent survey of organizations in your area. You can also search by interest, e.g. “food.” <http://allforgood.org>. **VolunteerMatch** is similar: <http://volunteermatch.org>
- **Mommy and Me** coordinates a national network of moms who gather for classes and playgroups. <http://mommyandme.com>
- The **National Farm to School Network’s** website has a database of farm-to-school projects nationwide: <http://www.farmtoschool.org/states.php>.
- **World Hunger Year’s** “Grassroots Action Network” lists community organizations in your area: <http://www.whyhunger.org/resources/grassroots-resources-directory.html>.
- Your city or town may have a food policy council. Check the **Community Food Security Coalition’s** directory of councils: <http://www.foodsecurity.org/FPC/>.
- Find **community gardens** in your area: <http://communitygarden.org>.
- Find your local chapter(s) of the **Rotary Club**: <http://www.rotary.org/en/AboutUs/SiteTools/ClubLocator/Pages/ridefault.aspx>.
- To find **restaurants and businesses**, try the Green Restaurant Association (<http://dinegreen.com>), Chefs Collaborative (<http://chefscollaborative.org>) and BALLE (<http://livingeconomies.org>).