



NATIONAL DAY OF ACTION

to get **REAL FOOD** in schools · Labor Day, Sept. 7, 2009

A SLOW FOOD USA CAMPAIGN

MAKE IT LAST

The mark of a successful *Time for Lunch* Eat-In is its ability to bring a group of people together, collect signatures and contact information and then to turn those people into long-term advocates for real food. If they show up to your Eat-In, that's great; if they keep showing up to future events and start pitching in on projects, that's even better.

To help turn them into long-term advocates, it's essential that you share their names and email addresses with the National Office, so we can keep them informed of ongoing campaigns and help them become lasting supporters of Slow Food. It's all about the list.

Here are some ways to keep growing that momentum:

- **Communicate with your contacts.** Whenever someone comes to a planning potluck or meeting, get his or her name, email address and phone number. Send the information to the National Office. The same goes for the Eat-In: everyone should sign in AND sign the platform. Immediately after Sept. 7, write everyone who was involved to say thank you. Tell them what to do next: contact your representative, get five friends to do it too, organize the next Eat-In, come to your Slow Food USA chapter's next meeting, help start a Slow Food USA chapter, become a member of Slow Food USA, etc.
- **Send your list to the National Office.** We will continue to provide information about the campaign and the Child Nutrition Act after Sept. 7, and those who attend your Eat-In will want to keep receiving information and stay involved in the movement. As soon as you compile a mailing list, please send it to the National Office in an Excel document to timeforlunch@slowfoodusa.org.
- **Join us on Facebook and follow us on Twitter.** Become a fan of the Slow Food USA Facebook page and follow us on Twitter in order to keep tabs on the campaign and relevant issues for the Child Nutrition Act. Search for us on Facebook or click the link on the Slow Food USA web site, and follow us on Twitter at <http://twitter.com/slowfoodusa>.
- **Follow-up.** Get in touch with the organizations you partnered with for this campaign, and let them know that you would like to be a resource for them in the future. The same goes for the politicians you contacted: let them know that they can contact and consult with you



in the future. Send the names of your partner and legislative contacts to the National Office, so we can keep them informed of our campaign efforts.

- **Keep the momentum going.** After a little time to rest, the people on your planning committee and the people who came to your Eat-In will be hungry to continue working to get real food into schools. If you don't already have a Slow Food chapter in your area, consider starting one and creating a [Slow Food in Schools](#) project to support your local schools. Join your district's [Wellness Committee](#), and offer to help out with existing projects. If you have questions or want to share ideas, email us at timeforlunch@slowfoodusa.org.
- **Collaborate.** Consider keeping your "planning potlucks" going beyond the Eat-In to collaborate on future projects and to keep getting new people involved.