



NATIONAL DAY OF ACTION

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

A SLOW FOOD USA CAMPAIGN

HOW TO PROMOTE YOUR EAT-IN

By definition, a good promotional strategy will use many different avenues to inform your audience about your Eat-In. Use fliers *and* email *and* your local newspaper *and* word-of-mouth.

Here are some ideas:

- **Register** your *Time for Lunch* Eat-In at <http://www.slowfoodusa.org/timeforlunch>.
- **Post it online.** Put your Eat-In details on the [Slow Food USA Facebook page](#) and/or your own personal or chapter Facebook page. If there are other web sites your audience goes to for information (e.g. Craigslist, Yelp, local blogs, etc.), post the information there too.
- **Help your supporters.** Write up a **draft email** that any of your supporters and partner organizations can personalize and send to their own mailing lists. You can use the media alert you prepared for this task.
- **Create a flier.** Using the graphics provided by Slow Food USA, post it in the places your audience will see it: schools, community centers, the library, the farmers' market, grocery stores, etc.
- **Share it.** Turn your flier into a PDF and send it to your mailing list, asking everyone to print it out and post it at his or her workplace, school, gym, etc.
- **Be creative.** Involve your kids, your neighbors and the people you see everyday. Give everyone an "assignment" in promoting your Eat-In. For example, if you know someone who's a summer camp volunteer, give him/her the assignment of telling parents about your Eat-In and campaign.
- **Get the media's attention.** If an announcement about your Eat-In appears in the newspaper or on the radio before Sept. 7, people will hear about it with enough time to cook food and show up.

Point people to the *Time for Lunch* campaign site, where they can get more information, or have them contact the National Office.