



## **National Fruit and Vegetable Alliance** ***Let's Move Salad Bars to Schools Toolkit***

### **Approaching a Corporate or Foundation Partner**

*The documents in this toolkit can be used to approach a potential corporation or foundation interested in funding salad bars as part of the Let's Move Salad Bars to Schools initiative.*

*The toolkit includes information about the Let's Move Salad Bars to Schools initiative, it explains how schools can submit an application on the Let's Move Salad Bars to Schools website and it details how donors can support salad bars for schools nationally, in a specific State or geographic region or in their local community.*

*There is also information about how to alert local media, and get other community partners involved in supporting salad bars in schools as an effective strategy for increasing children's fruit and vegetable consumption.*

### **About Let's Move Salad Bars to Schools**

- [School Salad Bar Advocates Join First Lady Michelle Obama's Let's Move! Initiative](#)
- [About the National Fruit and Vegetable Alliance](#)
- [Why Salad Bars?](#)
- *Let's Move Salad Bars to Schools* on the White House *Let's Move!* Blog
  - [DC Students Benefit from Let's Move Salad Bars to Schools](#)
  - [All Cincinnati Public Schools Now Have Salad Bars](#)
  - [New Haven Schools Grow Healthy Kids with Access to Salad Bars and School Gardens](#)

### **How to Donate Salad Bars**

- [Donate Today!](#)
- To view the list of schools that have submitted an application to receive a salad bar yet remain unfunded, visit the *Let's Move Salad Bars to Schools* website here - <https://saladbars2schools.org/unfunded>.

## **Sample Letters**

- [Sample letter](#) that can be sent to a school Principal or Food Service Director, stating that your company wants to fund their salad bar through the *Let's Move Salad Bars to Schools* website.
- [Sample letter](#) that can be sent to a school Principal or Food Service Director encouraging them to submit an application on the *Let's Move Salad Bars to Schools* website because your company would like to fund a salad bar for their school.

## **Information for Schools**

- [How to submit an application on the \*Let's Move Salad Bars to Schools\* website](#)
- [Who may apply?](#)
- [Frequently Asked Questions](#)
- [Sample \*Let's Move Salad Bars to Schools\* Application](#)
- [The Salad Bar](#)

## **Alert Local Media**

Companies donating salad bars as part of *Let's Move Salad Bars to Schools* should contact local media to let them know about your community efforts and invite them to participate in the presentation of the salad bar too.

Here are some tips for contacting your local media:

- Call the local news editor at your local newspaper(s), television station(s) and radio station(s).
- If you need to contact a lot of media outlets, consider sending them a press release, and encouraging them to contact you for more information.
- Designate a company representative who can speak on record for the company, and prepare them to comment in print or be taped for television and radio.
- Provide details of any event you may hold, especially if your elected officials are coming. Photographs with the news release of your company with the school children and salad bar in the picture will go a long way.

## **Alert the Community and Your Business Partners**

You can help your business and community partners learn about your efforts to increase fruit and vegetable consumption. Ways to alert the community can include:

- Link to [Let's Move Salad Bars to Schools](#) on your webpage

- Social media outreach
- A [Sample Letter](#) that companies can send to their business partners, alerting them that they donated a salad bar as part of the *Let's Move Salad Bars to Schools* initiative and that their company should do the same.

Make healthful eating fun, build local connections, help increase fruit and vegetable consumption, and further enhance your company's image.