

Curbside Meal Pick-Up Program

School Communication Guide

Communicating to your families that your school offers a curbside meal pick-up program is an essential part of the process. We have put together several communication materials for your school to use to spread the word about the curbside meal pick-up program available to students. Together, we can ensure every child has access to the meals they need to succeed academically, on-site or remotely.

Below is a list of the communication materials we have made available to your school, along with our recommendation of their use.

1. Curbside Meal Pick-Up Flyer

- a. **Description:** This flyer has been customized to reflect the schedule (date and times) of curbside meal pick-up service available at your school.
- b. **Recommended Use:** post on school website, send out in parent email blast, include in newsletters, and print for handout at orientation/front office.

3. Parent Survey

- a. **Description:** This survey will help us plan and prepare the number of meals needed by determining how many families plan on participating in this meal pick-up program.
- b. **Recommended Use:** as referenced on the survey distribution instructions below, this survey is best sent through email or a communication channel most commonly used at your school.

2. Virtual Orientation Video

- a. **Description:** This video takes the place of our usual in-person appearance at your Orientation/Open House. It covers important foodservice program information.
- b. **Recommended Use:** the link to this video can be posted on your school website, included with your digital orientation materials, or shared on social media.

4. Social Media Graphics

- a. **Description:** These graphics can be used on your school social media platforms to announce curbside meal pick-up dates. We suggest you include the pick-up schedule in the content you write for the post.
- b. **Recommended Use:** Facebook, Twitter, Instagram, and any other platforms that allow graphics (i.e. ClassDojo, Remind, Edmodo, etc.)

If you need additional information or custom graphics, please contact the SLA Marketing Department at marketing@slmgmt.com.

Survey Distribution Instructions

Curbside Meal Pick-Up Program

As our school partner, we are kindly asking you to help spread the word about the Curbside Meal Pick-Up program we are providing at your school for the families of students who are learning remotely. In order to effectively serve as many students as possible, we are trying to determine how many families plan on participating in this meal pick-up program.

With your help, we would like to distribute an online survey link to the families at your school through the communication channel of your choice.

To make things easier, we have provided pre-written content for you to include in the message you send to your families, as well as the survey link. Please see instructions below.

Distribution Instructions

Step 1. Copy and paste the “Survey Distribution Message” below into the email/communication channel you are sending to parents.

Survey Distribution Message:

SLA Management, your school cafeteria service team, is providing a Curbside Meal Pick-Up program to offer students access to meals even when they are learning remotely.

To serve our school community best, we are asking all families to fill out a short survey. The survey answers will help us gauge how many meals to prepare.

Your answers will not commit you to a choice...if you choose to participate or stop participating at any time, you will be able to do so.

Thank you for taking the time to complete this survey!

Link to survey: <https://survey.slamgmt.com/>

Step 2. Make sure the link to the survey is included in the message. **Link to survey:** <https://survey.slamgmt.com/>.

Step 3. Send the pre-written content, with the survey link included, to the families at your school through email or the communication channel you most frequently use to send out information.

Thank you for your partnership in continuing to feed your school community!

