



# Nourish Your Roots

*Kick-starting your  
campaign for success*



Nourish Your Roots is a farm to school fundraiser to support school-wide healthy eating programs

## Host a sales booth at school events

- Curriculum nights *(most effective when parents/guardians are told in advance)*
- PTA and Student Advisory Council events
- Assemblies, plays and concerts
- Sports games
- Community gatherings

## Explore new promotion ideas

- Advertise on school TVs
- Radio or newspaper articles
- Host a cooking competition at lunch
- PA / video announcement
- Promote in the community *(local businesses, churches, sports facilities, grocery stores, service clubs)*
- Emails
- Phone calls
- Newsletters
- School websites
- Social media
- Art/multi-media competitions

## Recruit school clubs to get involved

- Students' Council
- Healthy action team
- Best Buddies
- Leadership clubs
- Charity clubs
- Cooking clubs

## Integrate selling into the class curriculum

- Partner with leadership class volunteers
- Involve healthy lifestyle classes (Family studies, Physical Education, Yoga, etc.)
- Design creative advertisements in art/multi-media classes
- Invite International Baccalaureate (IB) students to dedicate their volunteer hours
- Write letters or articles for the local paper in Language Arts classes

Sample posters, announcements, radio/article writing tips and more are on our webpage!

[www.nourishns.ca/nyr-resource](http://www.nourishns.ca/nyr-resource)



# Kicking-starting your campaign for success



## Set a goal

The funds earned through our Nourish Your Roots campaign will be dedicated to:  
[insert school-wide healthy eating program]

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## Social media tips

- Raise awareness by promoting the use of hashtag **#NourishYourRoots**
- Host a photo booth with healthy eating themed props. Share pictures using the hashtag
- Reach out to school contacts to share posts with their networks (ie. community or neighbourhood facebook groups, newsletters)
- Make use of the promotional resources on our website, including 'Social Media for Schools'

Looking for volunteer hours? We are in need of students to help out with this year's #NourishYourRoots campaign!

Food Miles Matter. Support local farmers, and the environment by purchasing a #NourishYourRoots box today.

Love your school's Breakfast Program? Support it by selling #NourishYourRoots boxes filled with local fruits & veggies.

**facebook**

**(Your School Name)**  
7 mins •

Our Nourish Your Roots campaign is in full swing. With the purchase of a \$30 Nourish Your Roots box, you will receive a box containing local produce while supporting healthy eating initiatives in the school. Proceeds will be going towards funding our \_\_\_\_\_(insert program here)\_\_\_\_\_.

Boxes will contain a variety of vegetables and possibly fruit, a perfect way to introduce fresh ingredients into your cooking!

For more information about the Nourish Your Roots campaign, visit: <https://nourishns.ca/nourish-your-roots>

#NourishYourRoots

**1,000**

Like | Comment | Share



Use the messaging from the Facebook sample post on Instagram! The key to this platform is an eye-catching photo.

Photo ideas: Previous NYR boxes / deliveries, students holding order forms, shots from the school program Nourish Your Roots funds will be supporting. Be creative!



Visit us for more information

[www.nourishns.ca/nourish-your-roots](http://www.nourishns.ca/nourish-your-roots)

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