

# 2021-22 Mass. Farm & Sea to School Institute Outreach Templates

## Help us Reach a Wide Audience

1. Promote the institute application on your website and via social media. See below for e-newsletter copy, social media posts, and graphics.
2. Share the Institute link (<http://bit.ly/20-21MFTSInstitute>) with your networks.
3. Reach out to individuals and organizations who you know to have an interest growing their school or district farm to school program.

## Sample Newsletter Text

The Massachusetts Farm to School Institute is a year-long professional learning opportunity for school (or school district) teams from across Massachusetts. The Institute will kick-off with a hybrid Fall Retreat. Benefits of participation include: Farm to School Program Development; School-Year Coaching; and Teacher & Nutrition Staff Professional Development. Spaces are limited. To be considered, please submit an application by **Friday, May 21, 2021**. Please visit [our website](#) for information about the Institute, including application instructions and selection criteria. The MA FTS Institute is presented with generous support from the Henry P. Kendall Foundation.

## Social Media

Follow us on Twitter @mafarmtoschool and on Facebook at facebook.com/massfarmtoschool. Social Media Workshop Graphics ([Instagram Download](#) / [Facebook&Twitter Download](#))



*Scroll Down for Sample Text*

## Twitter

- Apps for the 2021-22 Massachusetts Farm to School Institute are now live! Apply today for Farm to School Program Development, Networking and Prof. Dev. opps.  
<http://bit.ly/20-21MFTSInstitute> #farmtoschool
- Don't miss out! Apply by May 21st to the 2021-22 Mass. Farm to School Institute and develop your farm to school program during the 2021-22 school year.  
<http://bit.ly/20-21MFTSInstitute> #farmtoschool #opportunity #professionaldevelopment #localfood #healthyfoodhealthykids #schoollunch
- Looking to grow your #farmtoschool program? Apply for the '21-'22 Mass. Farm to School Institute <http://bit.ly/18-19MAF2SInst> #profdevelopment #farmtoschool #schoollunch #localfood

## Facebook

- The application for the 2021-22 Massachusetts Farm to School Institute is now live! Apply today for Farm to School Program Development, Networking, and Professional Development opportunities. For more info, visit <http://bit.ly/20-21MFTSInstitute> (App. deadline May 21st)
- Don't miss out! Apply by May 21st to the 2021-22 Mass. Farm to School Institute and develop your farm to school program during the 2021-22 school year.  
<http://bit.ly/20-21MFTSInstitute> #farmtoschool #opportunity #professionaldevelopment #localfood #healthyfoodhealthykids #schoollunch