

Vote for the 2024 Terrific Tray Outreach Toolkit

Introduction

Massachusetts Department of Elementary and Secondary Education's Office for Food and Nutrition Programs, in partnership with Massachusetts Farm to School has requested pictures of meals served as part of the National School Lunch Program in Massachusetts. Preference will be given to high quality photographs that feature Massachusetts grown, raised, or caught items and have a shareable recipe corresponding to the dish. All information provided is available for public use. If you have questions about any of the materials in this package, please contact FNP: Maggie Nowak (margaret.c.nowak@mass.gov) or Denise Courtney (denise.courtney@mass.gov).

Social Media Kit

- [Instagram Graphic Post](#)
- [Facebook Graphic Post](#)
- [X/Twitter Post](#)
- [Printable Flyer V1](#)
- [Printable Flyer V2](#)
- [QR code for Voting](#)
- Shortened link for voting: bit.ly/TerrificTray
- Primary Hashtag: #TerrificTrayMA
- Primary Social Media Accounts to tag:
 - o DESE (Facebook/X): @MASchoolsK12
 - o Mass. Farm to School:
 - Twitter/X: @MAFarmtoSchool
 - Facebook: MassFarmtoSchool
 - Instagram: MassFarmtoSchool
 - o School's social media accounts are all tagged in the [original Terrific Tray Post](#)

Social Media Text Templates

X (formerly Twitter):

- In School Year 2023-2024, Massachusetts offered Universal Free School meals to every student participating in the National School Lunch Program. Do you know what's on the menu? Vote for your favorite school lunch (bit.ly/TerrificTray) @MASchoolsK12 #MASchoolLunch #TerrificTrayMA #MorethanAMeal
- Tell us how local ingredients in your school meal program help establish healthy habits early! Vote for your favorite school lunch bit.ly/TerrificTray in @MASchoolsK12

and @MAFarmtoSchool #TerrificTrayMA #LocalCounts #MASchoolLunch
#MorethanAMeal

- We always knew school nutrition professionals were superheroes, and now we know they are Farm to School superheroes! Vote for your favorite school bit.ly/TerrificTray in @MASchoolsK12 and @MAFarmtoSchool #TerrificTrayMA #LocalCounts #MASchoolLunch #MorethanAMeal

Facebook/Instagram

- Have you eaten school lunch lately? Check out what Massachusetts schools are serving students! Vote for your favorite Terrific Tray bit.ly/TerrificTray. Each School Lunch includes Massachusetts grown ingredients and was served in a Massachusetts school this year. @MASchoolsK12 and @MAFarmtoSchool #TerrificTrayMA #LocalCounts #MASchoolLunch #MorethanAMeal
- Who feeds children healthy meals while supporting American agriculture? School Nutrition Programs! Vote for your favorite Terrific Tray bit.ly/TerrificTray. Each School Lunch includes Massachusetts grown ingredients and was served in a Massachusetts school this year. @MASchoolsK12 and @MAFarmtoSchool #TerrificTrayMA #LocalCounts #MASchoolLunch #MorethanAMeal
- Universal free school meals are an investment in childhood nutrition, ensuring each of our school-aged students has access to the healthy food they need to fuel their learning. Vote for your favorite Terrific Tray bit.ly/TerrificTray. These school lunches include Massachusetts grown ingredients and served in a Massachusetts school this year. @MASchoolsK12 and @MAFarmtoSchool #TerrificTrayMA #LocalCounts #MASchoolLunch #MorethanAMeal

Sample Newsletter Articles

Sample #1 General request to vote

Cast Your Vote: 2024 Terrific Tray of the Year

Join Massachusetts Department of Elementary and Secondary Education's Office for Food and Nutrition Programs in partnership with MA Farm to School in celebrating School Year 2023-2024's [monthly Terrific Tray Winners](#)! School nutrition programs across the Commonwealth have submitted photographs of trays featuring delicious local foods sourced from local and regional farms, dairies, and fisheries. We now need YOU to cast your vote in selecting a 2024 Terrific Tray of the Year amongst our monthly winners.

The tray with the most votes will be recognized as the 2024 Terrific Tray of the Year at the [Healthy Kids. Healthy Programs Summit](#) on Tuesday, May 21st.

Sample #2 School Specific Request to vote.

Vote for [Insert School District] for 2024 Terrific Tray of the Year

Join Massachusetts Department of Elementary and Secondary Education's Office for Food and Nutrition Programs in partnership with MA Farm to School in celebrating School Year 2023-2024's [monthly Terrific Tray Winners](#)! School nutrition programs, including {insert school district} across the Commonwealth have submitted photographs of trays featuring delicious local foods sourced from local and regional farms, dairies, and fisheries. We now need YOU to cast your vote in selecting a 2024 Terrific Tray of the Year amongst our monthly winners.

[NAME of School District]'s tray includes (Copy text citing the farm and recipes from the [Terrific Tray website](#))

The tray with the most votes will be recognized as the 2024 Terrific Tray of the Year at the [Healthy Kids, Healthy Programs Summit](#) on Tuesday, May 21st.

Social Media Accounts

Facebook

Chicopee: ChicopeeFRESH
Littleton: LPSNutritionMA
Waltham: WPSnutritionK12
Acton-Boxborough: Abfoodservice
Belchertown: Btownschoolmeals
Dr. Franklin Perkins: RFKCommunity
Pittsfield: pittsfieldpublic
Belmont: BelmontFS

Instagram

Chicopee: ChicopeeFRESH
Littleton: LittletonMALunches
Waltham: Walthamschoolnutritionk12
Acton-Boxborough: Abfoodservices
Belchertown: Btown_school_meals
Dr. Franklin Perkins: RFKCommunity
Pittsfield: pittsfieldfoodservices

X

Chicopee: ChicopeeFRESH
Littleton: LPS_NutritionMA
Waltham: WPSnutritionK12
Acton-Boxborough: ABFoodServices1

Dr. Franklin Perkins: RFKCommunity