



Tips and Tools for Involving Your Community

Do you want to get important members of your community — such as public officials, local celebrities, business owners and neighbors — involved in your program? These tips will help you to talk about Fuel Up to Play 60 with people in your community and get them excited about joining your efforts.

Talk with your Program Advisor.

Meet with your Program Advisor(s) to decide the best way to introduce Fuel Up to Play 60 to members of your community. Your Program Advisor(s) can give you pointers to make sure your approach is effective and successful.

Decide what you need.

Think about what you are looking for from the community. Is it donations? Volunteers? Help in spreading the word about Fuel Up to Play 60? Find out whether any teachers or administrators know community members they can help you contact. Also, ask other school clubs, organizations and student councils if they might be interested in volunteering for Fuel Up to Play 60. The more, the merrier!

Make a plan.

Once students and your Program Advisor(s) agree on the best way to reach out to community members, work together to plan out what to say. Here are some things you should plan to include:

- **An Introduction:** Tell them about you (your name and school and why you decided to get involved in Fuel Up to Play 60). Tell them about Fuel Up to Play 60 (what is it, why it is important, what it hopes to accomplish). Share with them how you plan to make Fuel Up to Play 60 come to life at your school by talking about the programs or events you have planned.
- **How They Can Help:** You've told them about Fuel Up to Play 60 and what's going on at your school. Now tell them how you think they can help. For instance, you might like the mayor to show his or her support by speaking at a school assembly, or you may want to invite your neighbors to participate as volunteers in a local event to raise money.
- **Why They Should Help:** Your community members may have limited time and resources, so be sure to explain why this is so important. Let them know that when they contribute to Fuel Up to Play 60, they will be supporting a positive and worthwhile cause that will greatly benefit the community.



A PROGRAM OF



©2015 National Dairy Council®. Fuel Up is a service mark of National Dairy Council.



- **Who They Can Contact:** Provide them with contact information of your Program Advisor(s) so that they can follow up with any questions or let you know their decision.
- **A Thank You:** Finally, be sure to thank them for their time and consideration. Let them know you are excited about Fuel Up to Play 60 and the possibility that they may participate. You'd love to have them on board!



A PROGRAM OF



©2015 National Dairy Council®. Fuel Up is a service mark of National Dairy Council.