

ADDENDUM Nebraska Thursdays Campaign, QUESTIONS and ANSWERS

Date: August 8, 2019

To: All Bidders

From: Sarah Smith, Local Foods Consultant, Buyer
Nebraska Department of Education, Office of Nutrition Services

RE: Addendum for Request for Proposal: Nebraska Thursdays Campaign,
opened July 19, 2019

Questions and Answers

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question 1:

- *Can you share examples of the campaign materials that were created for the SY 2018/2019 launch? What was the overarching idea?*

Response:

Nebraska Thursdays provides an opportunity for schools across the state to build a network of schools that are integrating local foods into school cafeteria programs and promoting farm to school efforts.

- MEDIA PROMOTION:
 - [Press release](#), October 2018
 - Facebook
 - [Live Video](#) with salad spinner giveaway:
 - Posts: <https://www.facebook.com/NDENutrition/> and #NEBTHURSDAYS
- PRINT PROMOTION:
 - Every school in Nebraska that participates in the National School Lunch Program received promotional postcards, sent directly to **one school administrator** and the **School Food Service Director** in **2018** and **2019**. *See attached postcards.*
 - Flyer was distributed at Nebraska Sustainable Agriculture Conference in February 2019, NDE's Child Nutrition Training Academy June 2019, Nebraska School Nutrition Association Conference June 2019, and NDE's National School Lunch Program 101 and 102 Trainings. *See attached flyer.*
 - Also distributed: NE Thursdays buttons, NE Thursdays [resources](#) like the Seasonality Guide, Farm to School Distribution Infographic, and [Farm to School Stories](#)
- EMAIL PROMOTION TO SCHOOLS:

- Schools that participate in the National School Lunch Program received email newsletters that highlighted promotional materials available to registered NE Thursdays schools in the NE Thursdays portal (*See all attached.*):
 - NE Thursdays menu templates available for schools to edit
 - NE Thursdays laminated menus for posting in cafeterias
 - NE Thursdays stickers
 - Communications Toolkit

Question 2:

- *Were there any key learnings or results from the SY 2018/2019 launch?*

Response

Our goal was to have 100 schools registered for NE Thursdays in the 2018/19 school year. We did not come close to reaching that number, with about 20 total schools registered.

We have a few supplemental promotional ideas coming 2019/20 school year.

- Additional free promotional items will be made available, like large new “catchy” [posters](#), branded aprons for food service staff, tattoos and pop sockets for students, and clings for salad bars.
- We are currently offering mini-grants for schools signed up for the program and have had several registrations since promoting the mini-grant at conferences, via facebook, and in our email newsletter.
- We’ll post a map to our website that pinpoints all schools that are participating in Nebraska Thursdays.
- Partnering with 10 states in the region to push a [Crunch Off competition](#), encouraging schools to sign-up for Nebraska Thursdays AND the Crunch Off to help our state win the Crunch Off trophy.
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Key to success is to sell the program to the entire community, including administrators, parents, farmers and students. This will require increased awareness of the NE Thursdays brand, and sharing out about how schools are participating and finding value in the program. Methods could be creation of videos to highlight successful programs, or farm/farmer/school “trading cards”, among other methods.

Question 3:

- *For the schools who are implementing the program well, what type of tactics or messaging are they using?*

Response

Large kick off events for local beef in schools on Nebraska Thursdays has equaled good media attention, support of outside organizations (like Nebraska Cattlemen), and active participation by school leaders and administrators.

Another tactic that is simple but extremely effective is positive morale and attitude of school food service staff. They interact directly with the students, and when they wear the Nebraska Thursdays buttons, and talk about exactly where the local foods are coming from, the students listen and care.

Question 4:

- *Was there any sort of food health/benefits education or a ‘reason to believe’ tied to the Thursdays campaign or was it just an awareness project?*

Response

Farm to school carries with it a [wealth of benefits](#). We educate on those benefits when doing presentations at conferences and trainings. Beyond that, there is very little food health/benefits education directly tied to the promotion of this program.

Question 5:

- *Were there any paid media components of the past campaign to expand reach?*

Response

No, there were not any paid media components to expand reach in previous promotional efforts.

Question 6:

- *Is the stated budget of \$11,500 flexible at all? We believe in the Thursdays Campaign mission but are concerned the budget wouldn't cover the time needed to generate a campaign strategy and develop the campaign assets.*

Response

There is flexibility with the stated budget depending on the perceived value of the return in investment for the proposed campaign.

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal.