

SNA Membership – Elevator Speech

You have such an important job serving school meals to our nation’s children. By belonging to SNA, you are part of something bigger than just your school or district. You are joining the 58,000 committed members from across the county who are feeding the bodies and fueling the minds of future generations. You represent all the hungry children who eat at school and ***your voice matters.***

Also, by being a member of SNA, you get a support network of friends who understand the everyday challenges of the cafeteria and access to resources that help make your job easier. This includes a monthly magazine, professional development opportunities including free webinars and e-newsletters.

[CUSTOMIZE] I love being a SNA member because. . . **OR** I have benefitted from SNA membership because. . . **OR** My favorite thing about being a SNA member is. . . **[Make your story personal! Speak about what YOU have gotten out of your SNA membership!]**

NEXT STEPS: Give the relevant membership materials and new member application to the prospective member and ask them to sign up! It is also good to have your business card (contact details) handy in case they have follow-up questions.

Note: If a District offers an incentive for having a certificate in school nutrition, this could be the main membership driver. The certificate application and renewal fees are reduced for an active member. In this instance a Certificate Program Guide and membership application would be the best materials to provide.