



**SCHOOL  
NUTRITION  
ASSOCIATION**

**2023 MEMBERSHIP  
PLAYBOOK**

## 2023 MEMBERSHIP PLAYBOOK

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NUTRITION  
ASSOCIATION**

**Feeding Bodies. Fueling Minds.®**

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Learn About State Associations

## What is the Membership Playbook?

The School Nutrition Association introduces the Membership Playbook as a comprehensive resource for school nutrition professionals who would like to take their program to the next level. Members will find suggested activities, templates for outreach within their communities and more!

## Who should use the playbook?

The Membership Playbook can be used by school nutrition professionals at any point in their membership journey who would like to increase their involvement with SNA.

# Membership Checklist

Welcome to the School Nutrition Association! SNA offers valuable membership benefits. Here's what to do next to get the most out of your membership this year.



Log in to [schoolnutrition.org](http://schoolnutrition.org) and bookmark "[My Account.](#)"



Familiarize yourself with current [membership reports](#) and goals for your state.



Explore website [resources.](#)



Download the [Advocacy Toolkit.](#)



Join SNA's online community by following us on social media.

[Facebook](#) [Twitter](#) [LinkedIn](#)

[Youtube](#) [Instagram](#)



[Register](#) for upcoming conferences, meet-ups, listening sessions, webinars and more.

# Membership Checklist



Make a Certificate and Credentialing plan!



Check out the official SNA Store!



Appoint a Membership Champion

What is a **Membership Champion**, and what does the role entail?

A Membership Champion is passionate about promoting SNA membership and comfortable speaking to fellow colleagues about it. The position's responsibilities may also include:

- Reaching out to target potential members to promote the benefits of membership.
- Networking and promoting membership at state conferences and allied organization meetings you may attend.
- Contacting your State Agency to request the latest list of new directors.
- Providing feedback on recruiting activities to your state's nutrition association, as well as the national School Nutrition Association.

Skip to SNA's Year at a Glance section to see the focus of a Membership Champion throughout the school year.



Add important SNA contacts for future help requests:  
[servicecenter@schoolnutrition.org](mailto:servicecenter@schoolnutrition.org), [membership@schoolnutrition.org](mailto:membership@schoolnutrition.org),  
[statesupport@schoolnutrition.org](mailto:statesupport@schoolnutrition.org), [certsns@schoolnutrition.org](mailto:certsns@schoolnutrition.org).

# SNA's Year at a Glance

## AUGUST

- Recruit your Membership Champions!
  - Use our launch email, [linked here](#).



## SEPTEMBER

- Fall Membership Meet-Up hosted by your membership team.
  - Membership meet-ups are a great opportunity to learn the basics about your role from SNA staff, network with other leaders and connect with one another!

### **Membership Champions could...**

- Schedule regular times to meet throughout the school year, with special attention to state-level activities (like your state conference) when planning.
- Share SNA's latest news and resources via social media to engage with their community.
- Focus on making recruitment personal: Why is SNA membership important to you?

# SNA's Year at a Glance

## OCTOBER

- National School Lunch Week (The second full week in October)
- Fall Board/Patron Meeting

### **Membership Champions could...**

- Celebrate NSLW with your school nutrition professionals!
- Share SNA's National School Lunch Week media coverage with your network to connect with teachers, administrators, parents AND students! Want your program to be featured in local news? Reach out to local media outlets to see if they're interested in talking to your district's foodservice workers and doing a piece about their impact!
- Need more ideas for celebrating NSLW with your community? Click [here](#)!



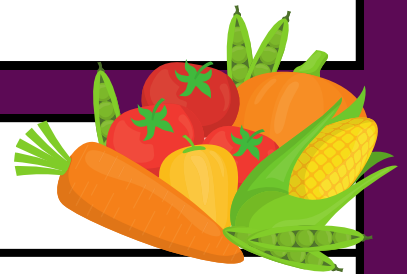
# SNA's Year at a Glance

## NOVEMBER

- SNA's School Nutrition Boot Camp for operator and industry members

### Membership Champions Could...

- Check in on recruitment data—how are things going so far? Sharing what works and what doesn't is an integral part of a successful recruitment program.
- Share gratitude! November is the perfect month for champions to give thanks to the members of their school nutrition community—and for state leaders to applaud the hard work of Membership Champions!



## DECEMBER

- SNA HQ Holiday Closure (dates vary by year)

### Membership Champions could...

- Become a STEPS Wellness Ambassador by staying active during the break and sharing your progress.
- Send conference registration information with membership for January's School Nutrition Industry Conference (SNIC) and March's Legislative Action Conference (LAC). Plus, don't forget to feature upcoming conferences on your social media networks to expand your impact with potential new members.



# SNA's Year at a Glance

## JANUARY



- School Nutrition Industry Conference (SNIC)

### Membership Champions could...

- If attending SNIC, network with other members and promote the champion program.
- Set goals and metrics for the rest of the membership year to help your state stay on track.



## FEBRUARY

- SNA National Elections
- Spring Membership Meet-Up hosted by your membership team
  - Membership meet-ups are a great opportunity to learn the basics about your role from SNA staff, network with other leaders and connect with one another!

### Membership Champions could...

- Keep the momentum going! Don't give up on recruiting and check in on any members in grace via the "My Account" page.

# SNA's Year at a Glance

## MARCH

- SNA Awards Program: Deadlines for nominations for Employee of the Year, Manager of the Year and Director of the Year vary by year.
- Legislative Action Conference (LAC) in Washington, D.C.
- National School Breakfast Week (The second full week of March)

### Membership Champions Could...

- Celebrate NSBW with your school nutrition professionals! Contact a local celebrity, such as an athlete, news anchor, business owner or elected official, to come have breakfast with students one morning. Can't find a local celebrity? Have your school mascot or a volunteer dress up as a character from a movie or TV show.
- Download the current NSBW logos to use in your recruiting efforts. For more ways to celebrate NSBW, click [here](#)!

## APRIL

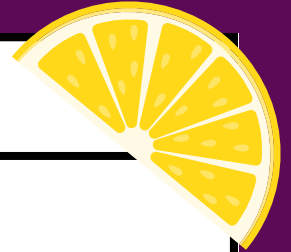
- National Leadership Conference

### Membership Champions Could...

- If attending NLC, champions should come prepared to act as a liaison for their state's Membership Champion program. NLC is a great opportunity to share recruiting success stories and learn from one another—and share your experience on social media!

# SNA's Year at a Glance

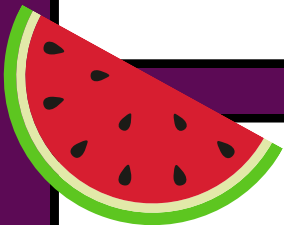
## MAY



- School Lunch Hero Day
- SNA National Award recipients announcement
- SNA National Membership year-end (May 31)

### Membership Champions Could...

- Help their state celebrate School Lunch Hero Day! Need ideas for how to celebrate? Click [here](#).
- Promote registration for our Annual National Conference (ANC) with existing and potential members! SNA's largest conference is an incredible opportunity for school nutrition professionals at any point in their career.
- Pat yourself on the back for another great year of membership and recruiting for the School Nutrition Association!



## JUNE

### Membership Champions could...

- Gear up for ANC! Continue to promote registration for SNA's Annual National Conference alongside recruitment efforts.
- Attended ANC before? Share your experiences with your network! Your own story is the best recruitment tool at your disposal.

# SNA's Year at a Glance

## JULY

- Annual National Conference (ANC).
  - Star Club Breakfast for our valued recruiters!

### **Membership Champions could...**

- Attend ANC! As a Membership Champion, ANC is the greatest opportunity you will have to connect with and learn from your community. Additionally, keep an eye out for members who should be future champions and share information with them about the role.



# LEARN ABOUT STATE ASSOCIATIONS

## What are state associations or affiliates?

SNA's state affiliates are vital to championing student nutrition at the state level. For 70 years, SNA state affiliates have been working together with SNA to ensure that well-nourished students across the country are prepared for success.

## How does a state become an SNA affiliate?

The state association partnership with the national association is formalized through the State Affiliation Agreement to ensure mutual benefits for both organizations.

# LEARN ABOUT STATE ASSOCIATIONS

## How does SNA National Support its state affiliates?

- State Support Center: A one-stop-shop for state affiliate resources, including Membership Resources like the latest membership reports, recordings of past membership meet-ups, state certificate templates, and more.
- The State Support Center also hosts regional town halls and seasonal membership meet-ups for additional opportunities for state leaders to provide support to one another.
- National Leadership Conference: Held annually in April, the National Leadership Conference (NLC) is tailored exclusively for state association leaders to learn, network and build leadership skills.
- National Leadership State Visits: SNA provides for SNA National Board members to attend 12 state affiliate meetings every year at SNA national's expense. This means, a state affiliate can have an in-person visit every four (4) years from an SNA Board member.

# LEARN ABOUT STATE ASSOCIATIONS

How can state affiliates support SNA nationally?

State Advocacy Resources: SNA members are on the frontline of the battle against hunger and are the experts on how to run nutrition programs. Our toolkit is geared to empowering members on how to best advocate for their programs at the state level.

