

A sample “Ask”

Following the Film but before people begin to leave –

“If you’ve heard anything today that speaks to you, please do what you can to improve school food. I’m/We’re doing so because [your personal story]. I encourage you to do the same.”

Of course, use your own words. Why are you invested in this cause? What efforts have you made in your own community? Nothing is more compelling than your own story, as told by you! Keep it short and inspiring or at least a story that your audience will relate to.

Then.....Get your audience to commit to something specific and have a list of ideas ready:

Will you commit to participating in a School Lunch-In and have lunch in school with your child?

Will you commit to holding your own screening or house party? (Be prepared to direct them to our website.)

Will you agree to join us in a local coalition to move this issue forward? (Get their contact info and communicate a tentative date for follow-up)

Will you attend a local parent association meeting, join the wellness committee, contact the school superintendent to find out what is being done in your school?

Ask them if they will buy a DVD (self-order link), sign up for our quarterly email newsletter, join our social network to connect with others locally and globally - angrymoms.groupsie.com - and spread the word.