



fuel UP WITH DAIRY friday

HOW TO CHECKLIST

- Schedule initial planning call with Dairy Council of Florida and your district food service director
- Select Dairy Recipes to be featured each Friday
Dairy Council can assist with recipe inspiration
TIP: Taste test recipes with students prior to promotion
- Identify schools to participate
- Select your 4 to 6 week promotion dates
- Determine weekly giveaways for students
Dairy Council to provide giveaways
- Determine grand prizing for students and staff
Dairy Council to provide prizing
- Sign & Return Letter of Agreement
- Determine your tracking method for students who participate
- Work with Dairy Council of Florida to finalize promotional materials & graphics – *print & digital*
- Determine your process for awarding prizes for students and staff
- Promote Fuel Up Fridays campaign to your students and staff
Create social media plan
- Provide final campaign data – *pre & post*
- Schedule a post campaign call

