

• Suggested Planning Timeline • & Checklist

When planning the Portable Portabella Burger promotion, it is recommended to start early to obtain the proper equipment, food items, and buy-in. The checklist below isn't all inclusive and you may have to adjust timelines as you go, but this will help ease the burden of implementing a new program. Identify an implementation date that works well for your team, and work backwards from that date.

3 Months Out:

- During one of the kitchen meetings, discuss mushrooms and portabellas and identify topics to cover in a staff training
- Decide which recipes to feature for the promotion (optional: get feedback from staff, host a sampling event with a small group of students)
- Create tentative menu
- Forecast how many mushrooms will be needed - check out our "How-to" Section for more information
- Meet with local farmers and/or produce vendor to confirm availability

2 Months Out:

- Connect with administration to obtain buy-in at the school level
 - Send this email template
- Meet with the school district's social media contact to create a timeline for posts, approval requirements, logistics

1 Month Out:

- Check that all ingredients for promotion menus are still available
- Assemble merchandising (print and digital) materials ([link to toolkit](#))

3 Weeks:

- Publish menu on district website
- Email parents menu and times using the school communication systems
- Staff training - how to cook portabellas, how to serve the finished products, and hold properly on the line
- Train the manager, cook, and one other team member on how to prepare the recipes

2 Weeks:

- Make sure you have the necessary marketing materials ready to be published
- Schedule marketing materials to go out with school district's (and school's) social media contact
- Update website to include digital marketing materials
- Place food orders for the recipes

1 Week:

- Social media post
- Post flyers in highest trafficked hallways

Day Before:

- Social media post
- Prep for tomorrow's big day - make sure products are ready

Day of:

- Social Media Posts
- Display menu signage on serving lines
- Add window clings to the service line
- Take pictures of meal service for website and social media
- Post on school website

After the Promotion:

- Collect feedback from staff, students, and administration
- Send results to Mushrooms in Schools (SchoolMeals@mushroomcouncil.org)
- Determine which recipe(s) to add to regular cycle menu or when to run the promotion again

