

How to Conduct a Site Visit



1. Invite Your Elected Official

- Call or email your elected official to invite them to visit one of your sites.
- Be sure to choose a site that is in a convenient location for your elected official.
- Invite them to visit at a day and time where you typically have high participation.
- Make sure a meal will be served during the time of the elected officials visit, so they can see the food provided through CACFP.



Email Content

- My name is [full name] and I operate [name of institution] that provides high nutrient meals through CACFP.
- Briefly explain CACFP (Reference our CACFP Fact Sheet).
- Invite them to see the benefits of CACFP firsthand at your site.
- Be sure to include the name of the location and its address.
- Provide 3 different days and times for them to visit your site.
- Explain what will take place during the official's visit (i.e., serve meals to kids, eat with the kids, tour of facilities, meeting).



2. Prepare for the Visit

- Create a packet of background materials that include fact sheets, **outreach materials**, partner organizations, etc.
- Inform the children of the visit ahead of time and send parental photo release forms at least a week in advance. You will want to take photos during the event to post on social media and in newsletters.
- Have the children draw pictures to hang around the site. Or help the children write down their favorite thing about your program.
- Send invitations to stakeholders (parents, community leaders, CACFP advocates, etc.) who may want to join the site visit and can help discuss the benefits of CACFP with the official.



3. During the Visit

- Give the elected official a tour of your site. Based on their policy priorities (i.e., curbing childhood obesity, decreasing juvenile crime), provide information about the program to interest them.
- Explain what your site does, the populations you serve, how many participants you have, and why CACFP matters to participants.
- Ask the elected official to help you serve the meal/snack and have them sit and talk with the children while they eat.
- Have them meet with stakeholders to discuss the importance of CACFP and how to promote CACFP policy. Make "your ask" if you have one.
- Answer any questions they have and thank them for taking the time to visit your site.



4. Follow Up

- Send a thank you email the day after the visit.
- Place photos from the visit on your website. Post the photos to your social media, tagging your elected official and thanking them for visiting.
- Within two weeks, send an email or make a phone call to follow up about your ask.



- For more informational resources, visit cacfp.org
- For CACFP data, visit fns.usda.gov/pd/child-nutrition-tables