



**5. What is the specific goal for this improvement?**

Increase summer breakfast participation by \_\_\_\_\_ meals per day.

Increase summer lunch participation by \_\_\_\_\_ meals per day.

Increase summer milk sales by \_\_\_\_\_ milks per day.

**6. Describe your marketing plan, and explain how will you engage each of the following groups: students, school staff, and parents?** (Preference will be given to proposals that actively engage students.)

**7. Describe your process for keeping milk cold on site and for checking milk temperatures at remote sites.**

**8. What milk choices do you offer with your summer meals program?**

**9. Please rank your district/town administration’s level of support for this program:** (Choose 1, 2 or 3)

1 – They are open to trying the program.

2 – They are supportive of the program.

3 – They are supportive and will do everything they can to make it successful.

**Budget:** Note, funds cannot be used to purchase food, except for taste testing of a new item & recipe contests.

EXPENSE CATEGORIES (Not all required)	Please list total amount needed for Expense Category	Please provide detailed, itemized expense explanation
<b>Foodservice equipment</b> - must support improved access to and consumption of low-fat/fat-free dairy (commercial grade equipment, include shipping, <i>limit \$1,000 per site</i> ):	\$	
<b>Student engagement</b> (taste tests, participation incentives, etc...): ( <i>limit: \$500 per district/ town</i> )	\$	
<b>Promotion</b> (Summer meals signage, printing, <i>limit \$2,000 per vehicle wrap for vehicles directly serving students</i> ):	\$	
Total amount requested:	\$	