



5P'S NOTEBOOK

P4: Promote Participation

Market your nutrition program to reach more students, boost engagement, and deliver a bigger impact every day.

BACK-TO-SCHOOL RULES • 2 SHEETS

Why It Matters

Serving great food isn't enough if students don't know what's on the menu or can't access it easily. Participation rates drive revenue and reimbursements, and even small increases can add up to big gains. The more you meet students where they are—on their phones, in hallways, and in flexible serving spaces—the more meals you serve, and the more students you support.



Best Practices to Promote Participation

- ✓ **Add Photos to Digital Menus:** Make menus more engaging and appetizing with images of real meals.
- ✓ **Display Menus Online and On-Site:** Increase visibility by showcasing daily and weekly offerings in digital and physical formats.
- ✓ **Use Mobile POS and Meal Carts:** Set up satellite service stations to reach more students outside the cafeteria.
- ✓ **Share Weekly Previews via Social & Email:** Build excitement and keep families informed with consistent communication.

How the LINQ School Nutrition Suite Helps



Add Photos to Digital Menus

LINQ makes it easy to enhance your menus with your own meal images and nutritional highlights. Appealing visuals help students get excited about what's being served and enables you to encourage healthy choices.



Display Menus Online and On-Site

LINQ menus sync in real time to your nutrition website and digital menu boards. Students and families always see the most current items, nutrition, and allergen information—on your website, in the LINQ Connect app, and while in the cafeteria.



Use Mobile POS and Meal Carts

LINQ POS works on any internet-connected device and includes offline mode, allowing your team to run pop-up carts in gyms, courtyards, or hallways. Serve students wherever they are and when they want to eat.



Share Weekly Previews via Social & Email

LINQ makes it easy to generate and share upcoming menus, changes, and nutrition highlights through newsletters or social media. Promote your program like a marketing pro with a few clicks or taps.

Serve more students. With LINQ, participation becomes a program strength.

Because when more students eat, everyone wins—from your budget to the classroom.



Achieving 45% School Breakfast Participation

with LINQ POS Stations on Wheels

*Maximizing your impact?
Use this district's keys
to boosting participation!*

[Read the Case Study](#)



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