



Back-to-School Toolkit

The District Toolkit was built with input from district leaders just like you.

It's packed with ready-to-use resources to help you easily communicate the benefits of **LINQ Connect**® to the families you serve.

The toolkit is organized into eight easy-to-navigate sections, each offering a variety of downloadable materials—including many in Spanish. Below, you'll find a full overview of each section and the resources included to support your outreach.

Promote LINQ Connect with These Easy-to-Use Tools

- **Social Media Images**
Pre-made graphics for Facebook, X, and LinkedIn with QR codes to promote LINQ Connect
- **Newsletter Images**
Drop-in visuals for print or digital newsletters that highlight meal and fee payment options
- **Presentation slide (PowerPoint format)**
A ready-to-use slide to introduce LINQ Connect at staff meetings or family events
- **QR Codes**
Scannable codes that link directly to the LINQ Connect app or login page—great for flyers, posters, and websites

FAQs

Share this FAQ document (also available in Spanish) with families to help answer the most common questions about using LINQ Connect. You can link it on your website or share it as a downloadable document.

Email Communications

Ready-to-use email templates designed to help your school easily communicate with families about using LINQ Connect for school-related payments.

Newsletter Communications

Easily copy and paste these newsletter blurbs into your existing communications. They're also great for your district website or blog to help explain LINQ Connect to families.

Phone Communications

If your district uses a mass messaging or robocall system, use these pre-written phone scripts to quickly share updates with families.

Text Message Communications

Use these LINQ Connect text messages to send short, friendly reminders to help families take action faster—helping to **reduce unpaid meal debt** and keep accounts current.

Social Media

The social media kit includes ready-to-use graphics and short messages designed for Facebook, X, and LinkedIn. Each post features a QR code, making it easy for families to scan and download the LINQ Connect app.

School Event Handouts and Posters

- **LINQ Connect Sign Up Postcard – Fees (also in Spanish):** Share digitally or print for families when using **both meal payments and fee management**.
- **LINQ Connect Sign Up Postcard – No Fees (also in Spanish):** Share digitally or print when using **only meal payments**.
- **What is LINQ Connect Poster – Fees (also in Spanish):** Display in schools and event spaces when using **both meal payments and fee management**.
- **What is LINQ Connect Poster – No Fees (also in Spanish):** Display in front offices, open houses, or school events when using **only meal payments**.
- **Download the LINQ Connect App Poster:** Post in high-traffic areas like front offices or counseling centers. Includes a QR code to help families download the LINQ Connect app and make payments quickly and easily.