March for Meals Event Plan

Dates:

March 22: Anniversary of Home Delivered Meals Program

March 16-20: March For Meals Community Champions Week

March 18: NYSOFA March for Meals Event

# Overview:

The national nutrition program for adults 60 years and older—commonly referred to as [Meals on Wheels](http://www.marchformeals.com/about-meals-on-wheels), was established on March 22, 1972. Since 2002, the Meals on Wheels programs come together each March to celebrate this proven collaboration of local community organizations, businesses, all levels of government, and compassionate individuals, and to bring attention to the nutritional needs of older adults. The annual campaign is called [March for Meals](http://www.marchformeals.com/).

# Event Goals:

To bring attention to the importance of nutrition to older adults, highlight New York State’s national leadership in implementing policies and programs designed to help alleviate food insecurity among older New Yorkers, and to make New York the first age-friendly state in the nation.

In addition to highlighting the program’s value, the goal is to have this effort lead to additional local fundraising to expand meals and reducing waiting lists.

# Invitations:

* County commissioners, city mayors, town supervisors
* State and County Legislators
* Aging Advisory Council members
* Directors from other agencies
* Local celebrities

|  |  |  |
| --- | --- | --- |
| Who | Most recent status of invitation | Staff Responsible |
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# Publicity Schedule

## Press Releases – (Insert name of staff member responsible for managing)

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| --- | --- |
| Dates | Subject/Content |
| 3 days before | Press release: event announcement |
| Day before | Media Advisory: schedule of events |
| Day after | Press release: wrap up |

## Social Media Posts– (Insert name of staff member responsible for posting)

|  |  |  |
| --- | --- | --- |
| Date | Platform | Content |
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# Planning Timeline

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| --- | --- | --- |
| Date | Task | Staff Responsible |
| January | Invite participating politicians, celebrities |  |
| Early Feb | Draft press releases & media advisories |  |
| Early Feb | Coordinate meal routes/meal sites for participating dignitaries |  |
| Late Feb | Schedule M4M social media  #MarchForMealsNY |  |
| Week before event | * Confirm all dignitaries & meal routes/meal sites * Send you event(s) summary to Kelly.Mateja@aging.ny.gov |  |
| 3 days before event | Send first press release |  |
| Day before event | Send media advisory |  |
| Event Day | -Take lots of pictures  - Have fun  - share all press coverage on SM  - like & share all dignitaries’ SM posts on your SM |  |
| Day after | * Send pictures to Kelly Mateja * Recap with your staff to celebrate your success and discuss tweaks for next year |  |

# Press Coverage

|  |  |  |
| --- | --- | --- |
| Date | Media Outlet | Link to coverage |
|  |  |  |
|  |  |  |

# Event Schedule

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| --- | --- | --- | --- |
| Who | Location | Date & Time of Event | On-site Contact info |
|  |  |  |  |
|  |  |  |  |
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