

The Nutrition Cooperative's print retrospective was strategically designed as the primary marketing piece to showcase the program's growth and impact while driving membership expansion. This four-page, visually engaging document directly supports three critical marketing objectives:

1. Demonstrate program credibility through growth and member testimonials The retrospective's "Our Roots" timeline visually maps the program's expansion from its 2017 beginnings to its current statewide reach. Rather than simply stating our success, the piece showcases authentic testimonials from a wide variety of member districts – from small rural schools to large urban districts. These testimonials address common concerns of prospective members (audit preparation, compliance assistance, professional development needs), providing social proof that resonates with our target audiences of nutrition directors, business managers, and superintendents who are weighing membership decisions.
2. Convert awareness into member engagement and membership commitments for future years The retrospective was developed in June 2024. ESD 101 aimed to celebrate the efforts of the NC and build brand recognition and drive membership interest for the 2024-25 and 2025-26 years. The document's progression from establishing credibility to explicitly inviting participation ("Your district is invited to join") creates a clear call to action. Although most districts' budgeting season ended earlier in the year, the retrospective aimed to reach districts who had access to additional funds (e.g., recently awarded grant funds). The piece articulates membership benefits organized by district pain points, such as menu development, compliance, and training requirements. The map showing member districts creates a powerful visual impression of a growing network that prospects will want to join. Branding and awareness has led to high engagement with cooperative materials over the 2024-25 year. Average email open rates among Western Washington districts hover between 75 and 85%, with CTR of up to 45%. Member districts have high participation rates for both in-person and virtual events.
3. Position the cooperative as an essential partner in student success The retrospective shares the transformative impact of school nutrition on student outcomes. The "Sowing Seeds of Change" section connects cooperative membership with broader educational goals, helping administrators see nutrition services as a strategic investment rather than merely an operational requirement. This positioning is

essential not only for securing administrative support, but for celebrating the achievements of food service and nutrition staff. The piece leverages our refreshed brand identity while maintaining a distinct purpose separate from our other marketing materials. While our rack cards provide quick program overviews and our presentations deliver detailed information, the retrospective uniquely combines program history, member experiences, and future vision in a compelling narrative. By showcasing member success alongside growth metrics, it creates emotional and rational appeals that convert interest into action, ultimately expanding our program's reach and impact for Washington students.