

The Chandler Unified School District (CUSD) launched the Fuel the Future video series to spotlight the importance of nutritious meals for student athletes, leveraging the districts strong athletics brand to promote its Food and Nutrition services. This unique series reflects CUSD's commitment to supporting student health and athletic performance. The project has driven increased awareness and engagement with CUSD's meal programs, enhancing the district's positive image and furthering its mission of supporting whole-student wellness. Preliminary research revealed that no other Arizona district had implemented a campaign using student athletes to promote school meal programs. This created an opportunity for CUSD to differentiate itself while addressing a critical need for athletic nutrition. CUSD Athletics has a longstanding reputation, drawing students from outside the district to participate in competitive programs. This insight established the foundation for a partnership between the Food and Nutrition department and CUSD Athletics, recognizing the natural alignment between nutritious meals and athletic performance. By centering student athletes in these videos, the district aimed to connect with students, families, and athletes who value nutrition for performance and health. Planning for Fuel the Future was a collaborative effort between CUSD's Marketing and Food and Nutrition departments. Working together, the teams developed a strategy to engage both students and schools. Food and Nutrition's marketing coordinator took on a key role as the projects producer, handling communications with schools, athletic directors, and families. This allowed the videographer to focus on storytelling, including scriptwriting, storyboarding, shooting, and editing. This clear division of roles facilitated efficient collaboration and ensured a focused, high-quality production. The team captured student athletes on camera in dynamic, engaging settings that showcased both the athletes and the nutritious foods offered by CUSD. Each video showcased the connection between nutrition and athletic performance, creating authentic narratives that resonated with students, families, and staff. The series was distributed across multiple platforms, including the districts social media channels, school websites, and cafeteria displays. This implementation strategy was designed to reach diverse audiences and maximize visibility across CUSD's online presence. The series also sparked personal interest; for instance, Hamilton High Schools girls basketball team requested to share the video directly with

their network. A student's parent expressed excitement about the campaign after seeing the video in Hamilton High School's cafeteria and requested her daughter's participation. This led to a new video featuring the student who is a local and state flag football star. Furthermore, success with student-athletes highlighted potential success with other student groups. The series has since been expanded to include clubs such as speech & debate. The Fuel the Future series achieved substantial engagement and has been a successful marketing tool for CUSD's Food and Nutrition department. While a direct link to the video series is not quantifiable, food and nutrition participation increased by 7% compared to the previous year, indicating a likely positive impact. The four videos collectively garnered nearly 20,000 views on Facebook and Instagram, showing significant interest and interaction from the community.