

# Go for Green® Marketing Worksheet

Print and use this planning worksheet to help track your dining facility or galley’s marketing campaign. Go for Green® (G4G) Program Requirements involve the use of multiple marketing strategies. Use only standardized G4G materials.



*Facilities must meet the G4G “Soft Launch” minimum standards before G4G 2.0 Food Cards, signage, or logo can be displayed.*

<b>Dining Facility:</b> <Insert name>	
<b>Marketing Lead:</b> <Insert name>	
<b>PRINTED MARKETING MATERIALS</b>	
<b>Permanent Marketing Materials</b>	
<b>What</b>	Trifold brochure: Intro to Go for Green® G4G poster: Traffic Light G4G poster: Food Cards G4G poster: Sodium Table tent: G4G brand If not using table tents, display “Table Sign: Getting to Know G4G”
<b>When</b>	Display materials at the “Soft Launch,” <b>after</b> the G4G “Soft Launch” Minimum Requirements Checklist is complete <i>These are for permanent display and should not be removed</i> Displayed on: <Insert date>
<b>Who</b>	<Insert name of G4G team member responsible for displaying permanent marketing materials>
<b>Notes:</b> <For example, indicate where posters are stored>	
<b>Rotating Marketing Materials</b>	
<b>What</b>	Message Set #1: Brand Recognition G4G poster: Coach G4G poster: Performance Nutrition G4G poster: Green Food Table tent: G4G Brand
<b>When</b>	Display for 4 months (during months #1–4 of campaign) Setup: <Insert date> Remove: <Insert date>
<b>Who</b>	<Insert name of G4G team member responsible for displaying rotating marketing materials>
<b>Notes:</b> <For example, indicate which posters need to be replaced and where they’re stored>	

<b>What</b>	Message Set #2: What You Eat Matters G4G poster: Running Man G4G poster: Better Self G4G poster: Family Table tent: Performance Nutrition
<b>When</b>	Display for 4 months (during months #5–8 of campaign) Setup: <Insert date> Remove: <Insert date>
<b>Who</b>	<Insert name of G4G team member responsible for displaying rotating marketing materials>

**Notes:** <For example, indicate which posters need to be replaced and where they're stored>

<b>What</b>	Message Set #3: Eat Outside the Box G4G poster: Enemy Vegetables G4G poster: French Fries Box G4G poster: Sandwich Table tent: Eat Outside The Box
<b>When</b>	Display for 4 months (during months #9–12 of campaign) Setup: <Insert date> Remove: <Insert date>
<b>Who</b>	<Insert name of G4G team member responsible for displaying rotating marketing materials>

**Notes:** <For example, indicate which posters need to be replaced and where they're stored>

### **SOCIAL MEDIA (when applicable)**

#### **Facebook: Dining Facility**

<b>Account name</b>	<Insert account name> (for example, Dining facility/galley account)
<b>What</b>	Post messages and graphics
<b>When</b>	Post 2×/week <Insert days> (for example, Tuesdays and Fridays)
<b>Who</b>	<Insert name of G4G team member responsible for posting to Facebook>

<b>Facebook: Command/Installation</b>	
<b>Account name</b>	<Insert account name> (for example, installation account)
<b>POC</b>	<Insert name of outside POC> (for example, PAO)
<b>What</b>	Post messages and graphics
<b>When</b>	Post 1×/month <Insert day> (for example, 1st Monday)
<b>Who</b>	<Insert name of G4G team member responsible for posting to Facebook>
<b>Twitter</b>	
<b>Account name</b>	<Insert account name> (for example, installation account)
<b>POC</b>	<Insert name of outside POC> (for example, PAO)
<b>What</b>	Post messages and graphics
<b>When</b>	Post 2×/month <Insert days> (for example, 1st and 3rd Fridays)
<b>Who</b>	<Insert name of G4G team member responsible for posting tweets>
<b>Other social media platforms (examples: Instagram and Pinterest)</b>	
<b>Account name</b>	<Insert account name> (for example, installation account)
<b>POC</b>	<Insert name of outside POC> (for example, PAO)
<b>What</b>	Post messages and graphics/pictures, depending on platform
<b>When</b>	Post 2×/month <Insert days> (for example, 2nd and 4th Wednesdays)
<b>Who</b>	<Insert name of G4G team member responsible for posting on other social media platforms>

<b>OTHER MEDIA</b>	
<b>POC</b>	<Insert name of outside POC> (for example, PAO or Health Promotion/Wellness Department lead)
<b>What</b>	Write article(s) for installation newspaper, installation, dining facility/ galley website, health promotion or wellness department newsletter
<b>When</b>	Publish quarterly on <Insert date(s)>
<b>Who</b>	<Insert name of G4G team member responsible for writing articles>
<b>NUTRITION EDUCATION</b>	
<b>POC</b>	<Insert name of POC for intended audience> (for example, Command leadership)
<b>G4G POC</b>	<Insert name of nutrition asset on the local G4G Planning Team>
<b>What</b>	Performance nutrition classes or briefs
<b>When</b>	Conduct quarterly or annually on <Insert date(s)>
<b>Who</b>	<Insert name of unit, command, etc., to receive nutrition education briefing>