Retail Role Model & Champion Criteria

Submission Form

Tell us whether or not you are a Role Model or Champion by completing and emailing this form to ***ImaRoleModel@pbhfoundation.org*** *by Dec. 1 of each calendar year.*

For consideration, please complete the following form in its entirety.

Full Name/Credentials: _____ **Title:** _____

Supermarket/Retail Chain: _____

Phone Number: _____ **Ext.** _____ **Email:** _____

Note: The criteria highlighted in yellow *must be met* for consideration as a Fruits & Veggies—More Matters Champion and Role Model. Additional criteria must also be met for consideration as a Role Model.

1. **Fruits & Veggies—More Matters ad support**
   - ☐ Use of the logo in weekly print circulars
   - ☐ Use of the logo in weekly online circulars

2. **Fruits & Veggies—More Matters messaging in-store**
   - ☐ POS Signs
   - ☐ Supplies (Roll bags, Labels, Stickers, etc.)
   - ☐ Logo on approved private label packaging

3. **Fruits & Veggies—More Matters visibility and support on retail websites**
   - ☐ Link to www.FruitsAndVeggiesMoreMatters.org
   - ☐ Create Fruits & Veggies—More Matters page or section

4. **Promotion of September, National Fruits & Veggies—More Matters Month**
   (Meet 2-3 criteria for consideration as a Role Model)
   - ☐ Special Promotions
   - ☐ Support via weekly print circulars
   - ☐ Support via weekly online circulars
   - ☐ POS Signs
   - ☐ Promotion on retail website
   - ☐ Promotion through additional media forms

5. **Expand message to additional media forms**
   (Meet 1-2 criteria for consideration as a Role Model)

   - ☐ Magazines
   - ☐ Newsletters
   - ☐ In-store radio
   - ☐ Consumer brochures
   - ☐ Broadcast

6. **Spread the word about Fruits & Veggies—More Matters thru Social Media**
   (Meet 1-2 criteria for consideration as a Champion; 2+ for Role Model)

   - ☐ Liking Fruits & Veggies—More Matters on Facebook
   - ☐ Following Fruits & Veggies—More Matters on Twitter
   - ☐ Following Fruits & Veggies—More Matters on Pinterest
   - ☐ Retweeting and reposting Fruits & Veggies—More Matters social media messaging
   - ☐ Blogging about Fruits & Veggies—More Matters information, recipes, & tips
   - ☐ Joining and promoting Fruits & Veggies—More Matters monthly Twitter parties

7. **Move Fruits & Veggies—More Matters outside the Produce Department**
   (Meet 1 criteria for consideration as a Role Model)

   - ☐ "All forms count" advertising and promotion
   - ☐ Signs in other departments – flagging frozen, canned, dried, 100% juice

8. **Enhanced PBH involvement**
   (Meet 1-2 criteria for consideration as a Role Model)

   - ☐ Provide content for guest column on website
   - ☐ Attend Annual Meeting/Committee meetings
   - ☐ Serve on PBH committees
   - ☐ Provide consumption data to support PBH activities/research

9. **Community outreach**
   (Meet 1 criteria for consideration as a Role Model)

   - ☐ Integrate Fruits & Veggies—More Matters message into other programs, such as demos, cooking classes, wellness clinics, store tours, PR activities, school visits, etc.

   - ☐ Corporate wellness program for company associates with a Fruits & Veggies—More Matters component