CACFP Program Marketing Plan for All Sponsoring Organizations

(to include Independent Centers)

1. Describe the process and tools the institution uses to inform parents/guardians about:
2. program benefits\* -

***\*Note: Examples of marketing tools might include program brochures, parent handbooks, menus, parent application and posters, website. All marketing tools must include the current USDA non-discrimination statement***.

1. Identify the personnel responsible for performing this task. Include name and title of individual(s) -

1. If recruiting additional facilities, explain how the organization will use appropriate practices. ***(Must submit a copy of the recruitment Policies and Procedures.)***

August 2022

Program Marketing Expansion Plan

[USDA Nondiscrimination Statement | Food and Nutrition Service](https://urldefense.com/v3/__https:/www.fns.usda.gov/civil-rights/usda-nondiscrimination-statement-other-fns-programs__;!!Oai6dtTQULp8Sw!QkRyajDmRUkECXL6LrycazcGSyIJtyEfNq-0vEBT1notxs2ftGSnWaDgqQo2P9Vci9DsU23UmDMWpcnfTeJdTzIL5gZyh1_L4rZ0$)

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA’s TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: [https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf](https://urldefense.com/v3/__https:/www.usda.gov/sites/default/files/documents/USDA-OASCR*20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf__;JQ!!Oai6dtTQULp8Sw!QkRyajDmRUkECXL6LrycazcGSyIJtyEfNq-0vEBT1notxs2ftGSnWaDgqQo2P9Vci9DsU23UmDMWpcnfTeJdTzIL5gZyh1Ofy1jK$), from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant’s name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. **mail:** U.S. Department of Agriculture  
    Office of the Assistant Secretary for Civil Rights  
    1400 Independence Avenue, SW  
    Washington, D.C. 20250-9410; or
2. **fax:** (833) 256-1665 or (202) 690-7442; or
3. **email:**[Program.Intake@usda.gov](mailto:Program.Intake@usda.gov)

This institution is an equal opportunity provider.