



# Throwing a Food Truck Party at Your School

Promoting positive behavior in the classroom and across campus can be one of the most difficult—and *rewarding*—things you can do as a school administrator. Often times, the efficacy of your positive behavior program, regardless of what plan you are following, comes down to one thing: successful student incentives. Striking that perfect balance between supply and demand, with rewards that are both coveted by and pined after by students takes some ingenuity and patience. For that reason, it's helpful to hear examples from other schools that have found ideas that stick. One such idea that has been universally appealing is the Food Truck Party.

## WHAT IS A FOOD TRUCK PARTY?

A Food Truck Party is a day when a food truck stops by your campus. You can use it as an incentive as part of your positive behavior program by allowing the “Top 25 Points Earners” to get a free meal. Other students can attend, but they’ll have to pay for their own meals. This model works two-fold: the top earners are happy with their free meal, and the other students, witnessing this play out in this very public event, *want to be* the top earners.

## WHY DO THEY WORK?

The success from this program is largely due to the overwhelming popularity of food trucks—everyone loves them, students included. Beyond that, this event “works” for a few reasons:

- ✕ It's a bit of an “*if you build it, they will come*” situation. When there is a food truck on campus, it is guaranteed that kids—the *paying customers, not the school*—will be excited, and the turnout will be tremendous.
- ✕ Food trucks are typically “off” during the day. Most events with food trucks are during evening and weekend hours, so they are generally enthusiastic to add a quick, daytime event to their agenda. And they will become repeat participants, once they see they can make a lot of revenue in a short amount of time.
- ✕ Getting a food truck to participate in this may seem difficult, but our experience has been to the contrary. They benefit from the exposure and word-of-mouth popularity by participating in community events, especially atypical ones like this. So they will be intrigued and excited to join in.

## WHEN SHOULD WE HAVE IT?

### TIME OF YEAR

As an incentive, Food Truck Parties will have a high perceived value, so you don't want to offer them too frequently (and consequently diminish the allure). Instead, we recommend having them at the end of a semester. This will give students something to look forward to, and a period of time during which to acquire the necessary positive points.

### TIME OF DAY

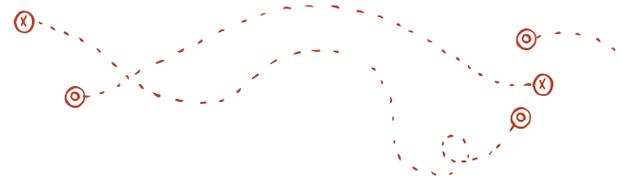
We recommend (and what has worked as the least disruptive option for our customers) is to have the truck parked on campus during lunch. For most schools, this extends a few hours, depending on how many lunch blocks you have.

### RUN THIS PLAY IN 3 STEPS WITH HERO

1. Set up unique Food Truck trac codes within Hero.
2. Announce it to your students using the templates in the “Hero Food Truck Party Pack.”
3. Run total points report before your event to record your Top 25 points earners.

NEED HELP?  
Contact your Customer Success Manager!

## X - - - HOW DO WE MAKE IT HAPPEN?



### FINDING A FOOD TRUCK

You may already have a favorite food truck in mind as you're reading this, in which case, great! You should start there. Otherwise, a lot of Hero schools head online to find and contact a good truck. Here are a few search options:

- × Roaming Hunger (<http://roaminghunger.com/>)
- × Eat St. (<http://mobile-cuisine.com/find-food-trucks/>)
- × Yelp (<http://www.yelp.com/>)

### CONTACTING AND NEGOTIATING WITH THE VENDOR

Ultimately, this all comes down to a bit of negotiating, with main proposition being, *“if you donate 25 meals, we can guarantee you’ll make a lot of money in a few hours, when you would otherwise not be active.”* Here is that sentiment wrapped up more nicely in a sample letter format:

Hi there, food truck. My name is Mr. Smith and I am the Principal at Hero High School. We are looking to book a food truck to come to our school next month, October 1, 1999 during our 3 lunchtime blocks (10am – 1pm). We were wondering if you had availability and were interested.

We are offering access to a food truck as part of a positive behavior recognition program. Students earn “points” for doing good things in the classroom and around campus. Access to your food truck during lunch is one of the rewards.

We can provide lots of hungry students, all told in advance that you will be there (so they will be paying customers). ***But the caveat is that we are looking for a food truck that would donate 25 free meals for exclusive access at this event.*** In our experience it will be worth your while, as similar events have proven to be extremely quick, busy, and lucrative for participating food trucks. We recommend a limited menu and a LOT of advanced preparation. Please let me know if you're interested!

### A FEW OTHER SUGGESTIONS ABOUT LOGISTICS

- × Limited Menu: As mentioned above, we recommend a limited menu for this event, which could be publicized in advance around campus, or printed and handed out to those waiting in line. School lunches are often short, so cutting down decision-making time helps speed things along.
- × Trucks should come prepared! We highly recommend the trucks do a lot of prep in advance. They should be ready for an immediate rush at the first lunch, with waves of business each subsequent lunch. THEY WILL BE BUSY, and should plan accordingly.
- × VIP Treatment should be given to the “Top 25 Earners.” They should be able to step to the front of the line, and the food trucks should be made aware that they are allowed to do so.
- × We recommend tickets / printouts for the “Top 25 Earners,” to help cut down confusion at the cashier.

We hope this play has given you the tactical information needed to throw a food truck party at your school. If you have any additional questions, or want to share your Food Truck Party story, we'd love to hear from you!

**GOOD LUCK, AND HAVE FUN!**