



Food Should Never Be Trash Postcard Campaign

The following document includes a template for postcard campaign lesson plans for grades brackets K–8. These lesson plans are adapted from World Wildlife Fund’s existing Grades 9–12 Food Waste Warriors curriculum. If you are teaching Grades 9–12, you can download the advocacy curriculum [here](#), or use this document as a means to create a tailored lesson plan for your class.

Need to Justify your Lesson Plan?

This postcard campaign integrates real-world advocacy and sustainability education while aligning with national and state English Language Arts (ELA) standards. Students engage in persuasive writing, evidence-based reasoning, and audience-driven communication, which are all foundational skills across Common Core State Standards (CCSS), as well as state-specific adaptations such as the Texas Essential Knowledge and Skills (TEKS), Virginia Standards of Learning (SOL), and New York’s Next Generation Learning Standards. This project also supports Next Generation Science Standards (NGSS), particularly in encouraging systems thinking and understanding human impacts on the environment.

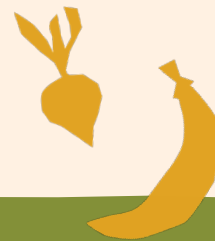
By researching the issue of food waste, reflecting on school cafeteria practices, and composing messages to school leadership, students gain experience in civic engagement, critical thinking, and writing. These are essential components of college and career readiness.

HOW THE LESSONS CONNECT TO EDUCATIONAL STANDARDS:



- 1. Real-World Literacy:** Writing and presenting postcards to principals or school boards is a persuasive writing task with a clearly defined audience and purpose.
- 2. Research and Argumentation:** Students gather data (e.g., food waste audits or national statistics), evaluate the issue, and construct well-supported arguments. Students present claims and findings with relevant evidence in a logical sequence.
- 3. Environmental Literacy:** Lessons introduce the social, environmental, and economic impacts of food waste and promote solutions like share tables and composting.

Postcard Campaign Lesson Template



TITLE

Postcards for Change:
Advocating for Food Waste
Reduction in Our School

DURATION

One class period or afterschool
club meeting (Can be adapted
as a 30- or 75-minute activity)

MATERIALS

- Postcards + envelopes
- Food Waste Fact Sheet
- Writing and art utensils (pencils, pens, markers, crayons)
- Principal half sheet (for teacher and principal only)

OBJECTIVES

- Understand the concept of food waste and its impact on people and the environment;
- Reflect on cafeteria or lunchroom behaviors that contribute to waste;
- Use age-appropriate persuasive writing to advocate for solutions; and
- Write a postcard to the principal encouraging food waste reduction in school cafeterias and prompt them to sign an online pledge.



1 WARM UP / DISCUSSION (10-15 MINUTES)



Goal: Activate prior student knowledge and connect the lesson to students' daily lives and experiences.

This introduction could be paired with picture books on food waste (K-2), a video or infographic about school food waste (3-5), or specific data from a case study on cafeteria food waste.

Questions to ask:

- What happens when we throw food away?
- What do you notice about your own lunchroom?
- What activities lead to waste?
- What could we change about these systems to reduce food waste?

2 EXPLORE SOLUTIONS (5-10 MINUTES)



Goal: Generate student ideas for reducing food waste

Teachers could brainstorm with the class, have students jot down two to three ideas in small groups or individually, or identify specific feasible solutions to cafeteria waste (i.e., share tables, adjusted lunch schedules, etc.).

Prompts:

- What could our school do to waste less food?
- Who could help us make this change?
- If you had the opportunity to write to your principal, what would you ask them to do?

3 WRITE A POSTCARD (15-30 MINUTES)



Goal: Students write to their principal advocating for action.

Each postcard should include:

- Greeting
- Statement of the problem (food waste in schools)
- A solution or idea
- A respectful call to action ("Please sign the food waste pledge!")

It may be helpful for teachers to frame potential sentences, allow students to use words and drawings, or transcribe messages for younger students. For older students, using a planning sheet (claim, evidence, solution, and audience appeal), could be helpful.



FOOD
should never be
Trash

We're asking for your support to...

Thank you!

From:

School:

4 SHARE AND REFLECT (5-15 MINUTES)



Goal: Acknowledge and celebrate student voice and reinforce the importance of civic engagement. Share student examples of postcards.

Prompts:

- Why is it important for students to speak up about issues like food waste?
- How did you feel when you wrote your postcard?
- Why do you think student voices matter when it comes to changing how food is handled at school?

5 SEND THE POSTCARDS!



Teachers can either send the completed postcards via mail or put them in their principal's mailbox. The postcards should be accompanied by the 'Principal Half Sheet,' that is available on the [Food Waste Warriors postcard campaign page](#), which goes into more details about how to reduce food waste in schools and why principal buy-in is so important to solving this issue!

6 GIVE US FEEDBACK!



We'd love to hear how the lesson plan went in your classroom and see the beautiful artwork and messages that students have created. You can e-mail us at fwwstaff@wwfus.org with any comments or find our feedback form on our website.

*** Note: We are unable to collect data associated with students. If you send us pictures of the postcards, please only take photos of the top half so that the name and school are not showing.**