

RESOURCES

Outreach Flyer Template

FOR INCUBATOR KITCHENS



Jazmin Bolan-Williamson

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

Acknowledgements

AUTHORS AND CONTRIBUTORS:

- Jazmin Bolan-Williamson, MSU Center for Regional Food Systems, Author
- Emma Beachamp, MSU Center for Regional Food Systems, Contributor
- Melissa Hill, MSU Center for Regional Food Systems, Designer
- Renae Hesselink, Kitchen 242, Contributor
- Matt Jones, Allen Neighborhood Center, Contributor
- Jamie Rahrig, MSU Center for Regional Food Systems, Contributor

ACKNOWLEDGMENTS

The author would like to thank Melissa Hill for her expert design skills and Emma Beachamp for her communications guidance as well as Jamie Rahrig and Matt Jones for their guidance and feedback. A special thanks to Renee Hesselink for requesting this resource and Andrea Copeland for the inspiration. Support for this work comes from the U.S. Department of Agriculture Regional Food System Partnerships Program.

RACIAL EQUITY STATEMENT OF THE MSU CENTER FOR REGIONAL FOOD SYSTEMS

The MSU Center for Regional Food Systems (CRFS) recognizes that racism in the food system is historic, ongoing, and systemic. As we collaborate with partners to advance food systems rooted in local regions and centered on food that is healthy, green, fair, and affordable, we emphasize racial equity as a foundation of our work. Read the full statement: <https://foodsystems.msu.edu/racial-equity-statement>

SUGGESTED CITATION

Bolan-Williamson, J. (2024) *Outreach Flyer Template for Incubator Kitchens*. Michigan State University Center for Regional Food Systems. <https://www.canr.msu.edu/resources/outreach-flyer-template-for-incubator-kitchens>.

Introduction

WHAT IS THIS RESOURCE?

The primary objective of this outreach flyer template, developed by the [Michigan Incubator Kitchen Network \(MIKN\)](#), is to provide a concise and standardized format for incubator kitchen leadership to effectively communicate their business narrative and strategic vision when engaging with potential investors, municipal authorities, and partner organizations.

Incubator kitchens often serve as the initial stepping stone for budding food businesses. They cultivate an ecosystem of services and resources that enable small food enterprises to refine their recipes, transition from cottage food operations, and expand into broader commercial markets. Ensuring scaling food businesses have access to the resources that incubator kitchens can provide - such as expanded facilities, upgraded equipment, and additional storage capacity - is a critical factor for their growth. However, expanding the availability of these essential resources is frequently a challenge faced by incubator kitchen operators.

Given the increasing demand for licensed commercial kitchen infrastructure, it is vital that incubator kitchens be equipped to succinctly articulate their unique value proposition and strategic objectives in order to secure funding and forge productive partnerships.

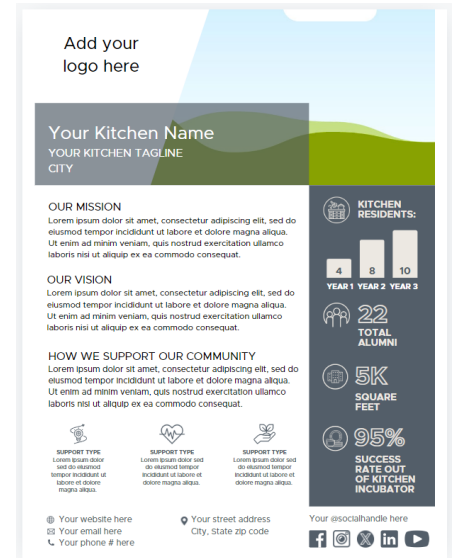
This document provides instructional guidance and practical tips for utilizing the accompanying Outreach Flyer Template for Incubator Kitchens, in addition to providing access to an editable, fillable version of the template tool hosted on the Canva platform.

HOW CAN IT BE USED?

Share your shared-use kitchen story! This [outreach template design](#), available in Canva, was created to make it easier for incubator kitchens to promote the impacts and benefits of their business. Canva is a free, web-based design tool where you can easily create, save, and share designs for your business. With this template, kitchen representatives can creatively share their story with investors, government officials, and other partners by customizing the tool with topics to match their style and organizational needs.

QUICK GUIDE TO USING THE INCUBATOR KITCHEN OUTREACH TEMPLATE:

- Open your [Canva account](#). If you don't have one, it's easy to [create a free account](#).
- Click on [this template link](#) to open the document in your Canva account. Duplicate the page before you start making changes in case you want to start fresh once you've done some experimenting.
- Within the template, there are prompts and placeholders for you to add details about your business. Be sure to delete any of the text prompts!
- Spaces with a blue sky background are photo placeholders. Upload photos of your kitchen space, business, or team to Canva. Then, drag and drop them into place. You may need to resize them to fit the space.
- You may need to “ungroup” items in order to edit them. Items that are grouped will have a dotted line surrounding multiple images or text. Right click anywhere inside the dotted line and click on “ungroup.” After clicking on “ungroup” each item will be individually editable. To move the items as a group, select everything you want to move, then right click and choose “group.”



DESIGN TIPS:

- Utilize your organization's brand colors and fonts in the template. It's a great way to establish continuity in your marketing materials!
- Font size establishes visual hierarchy on the page. Use bigger font sizes to draw the eye to the important parts about your business. The information you feature may differ based on the intended reader, e.g., when sharing with economic developers feature your economic impacts such as increase in business start ups.
- Once your information is added, double-check alignment of text and shapes throughout the design. This is helpful and works towards a clean design that is easy to read.
- Last, but not least, ask a colleague or a friend to review your design! It's helpful to receive another perspective before you send a design to print.

ADDITIONAL RESOURCES

- [Canva tutorials](#)
- [Flyer design tips](#)
- [Funding Sources for Food-Related Businesses](#)
- [Loan Readiness Toolbox for Food and Farm Businesses](#)

For assistance, contact Jazmin Bolan-Williamson, Food and Farm Business Coordinator, bolanwil@msu.edu.

VISION

CRFS envisions a thriving economy, equity, and sustainability for Michigan, the country, and the planet through food systems rooted in local regions and centered on Good Food: food that is healthy, green, fair, and affordable.

MISSION

The mission of CRFS is to engage the people of Michigan, the United States, and the world in applied research, education, and outreach to develop regionally integrated, sustainable food systems.

ABOUT

CRFS joins in Michigan State University's legacy of applied research, education, and outreach by catalyzing collaboration and fostering innovation among the diverse range of people, processes, and places involved in regional food systems. Working in local, state, national, and global spheres, CRFS' projects span from farm to fork, including production, processing, distribution, policy, and access.

Center for Regional Food Systems

Michigan State University
480 Wilson Road
Natural Resources Building
East Lansing, MI, 48824

foodsystems.msu.edu

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