

Success Starts with School Breakfast: Promotion and Marketing Ideas



Breakfast is the most important meal of the day. Ensure your students start their day off right with a nutritious school breakfast. Here are some tools, resources and ideas that can help market and promote school breakfast in your school and community.

Monthly Theme Days

September: *Invite Parents to Breakfast*

Offer designated days to include parents or special family members in your breakfast program.

October: *New England Harvest Breakfast*

Promote local fruits, veggies and dairy!

November: *Breakfast with Local Celebrities*

Host a breakfast event in which local champions or heroes join students for breakfast. Consider reaching out to policemen, firefighters, doctors, the city mayor or other familiar faces.

December: *Team Days*

Send special invitations to the school's sports or club teams to come for breakfast.

January: *Flip Flop Day*

Create interest in the breakfast program by offering popular breakfast choices at lunch and popular lunch choices at breakfast.

February: *I Heart Breakfast*

Work with your school health teacher to promote a heart-healthy breakfast.

March: *National School Breakfast Week*

Show off your program with a week-long kickoff event. Showcase your most popular meals and invite your students to help taste test new menu items!

April: *Breakfast with the Principal*

Invite groups of students to eat breakfast with the principal.

May: *Sports Day*

Invite a local sports personality to breakfast. Have students dress in their favorite sports attire.

June: *Breakfast is Mooving*

Provide a prize to students who wear or bring a cow print item to breakfast and choose to have milk, cheese or yogurt with their meal during June Dairy Month.

Contests

X Poster Contest – Involve your art department in breakfast promotion! Challenge students to design a poster promoting the benefits of school breakfast. Provide prizes for every grade so that each class has an opportunity to win. Theme ideas:

- School Breakfast Is Coming
- School Breakfast: Tasty & Nutritious
- Top 10 reasons to eat school breakfast

O Video/ Essay Contest – Have students create a video or write an essay on “Why I eat school breakfast” or “Why breakfast is good for you.” Award prizes to the top entries.

X Participation Contest – Give students a Breakfast Club Card. Every time the student eats breakfast at school, give him or her a small sticker to place on the card. When the card is full, the student can redeem for a prize. Consider giving the classroom with the highest participation each month a special prize.

O Recipe Contest – Invite students to create and submit an original breakfast recipe.

X Breakfast Incentives – Consider placing stickers on the bottom of random trays or bags for a chance for students to win exciting prizes.





Communications

X PA Announcements:

Promote school breakfast everyday over the school intercom, TV or on the school radio station. Invite student breakfast champions to recite the announcements!

O Menu Blurbs:

Add fun facts about the benefits of breakfast to your monthly breakfast menu.

X School Newsletters, School Website and Social Media:

Use your school's newsletter, website or Facebook page to announce breakfast promotions and contests, and post breakfast menus and nutrition information. Tweet daily specials for older students and adults.



O Flyers, Posters and Backpack Brochure:

Place eye-catching flyers and posters about school breakfast in the school hallway. Include flyers in students' backpacks or have available at Parents' Night or Orientation.

X Press Releases:

Send press releases to local newspapers or community bulletins to notify parents that the school breakfast program is available to all students. Include information about convenience, academic benefits, and the nutritional value of school breakfast.

O Other Opportunities:

Provide information about school breakfast and samples at Parent-Teacher Association meetings, staff meetings, parent-teacher conferences, local education association meetings, school and community events and more.



General Promotion

X Taste Tests:

Ensure new menu items are student-approved! Conduct taste tests that will give students an opportunity to sample options and share preferences. Invite student volunteers to serve the samples and collect survey results.

O Marketing Techniques:

Keep menus fresh and exciting by using fun descriptions and catchy phrases, such as "limited time offer," which keep students interested in breakfast offerings.

X Student Volunteers:

Ask students to deliver "breakfast in the classroom" or help at your "grab and go" breakfast station.



Eat healthy! Play 60!

