MARKETING

SCHOOL BREAKFAST

BREAKFAST FOR LUNCH
Expose lunch customers to the breakfast menu.

MORNING ANNOUNCEMENTS
Share the breakfast menu the day before.

DECORATE FOR FUN
Carts, coolers - whatever you use for breakfast service. Get students to help!

SPREAD THE WORD
Send the breakfast menu home or post on your school's website or social media.

BREAKFAST NUDGES
Teachers or administrators ask things like, "Did you eat breakfast today?"

Visit No Kid Hungry's Center for Best Practices for Breakfast After the Bell Tips!
MARKETING SCHOOL BREAKFAST

GET ARTSY
Hold student art or essay contests promoting school breakfast. Hang around school!

HAVE A CONTEST
Hide stickers on bags. Whoever finds it wins. Give raffle tickets for each breakfast eaten. Ask the community for prizes.

INVITE FAMILIES
To breakfast or Breakfast for Lunch Day. Hold Mom, Dad or Grandparents days. Serve breakfast to families arriving from a walking school bus.

USE AMBASSADORS
Identify students to pick up bags from Breakfast in the Classroom. Recognize them for making breakfast a success!

GET FEEDBACK
Survey students and families about the breakfast program. Highlight new menu items or recipes in taste tests. Set up advisory groups for input on the menu, marketing and promotion.

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SCHOOL BREAKFAST

ENGAGE THE PTO
Regularly present at meetings or open houses, highlighting your program, breakfast benefits, etc.

INVOLVE THE COMMUNITY
Explore goods, services or skills community members can offer. Ask for donations for breakfast service items like bags or coolers. Look for grants in your state offset startup costs.

FEATURE RECIPES
Hold contests for students, staff and families. Feature new recipes each week or month.

ENLIST CELEBRITIES
Ask administrators or local celebrities to deliver breakfast to the class room or man a grab and go cart.

CONSIDER PSA'S
Highlight breakfast or read the menu on local radio or news stations or at local sporting events. Ask for donated ad space in the local paper to feature information and menus.

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