

**GENERATE
AWARENESS**

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!

Make breakfast part of the school day for maximum success!

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!

ALLIANCE FOR A
HEALTHIER
GENERATION



**NO KID
HUNGRY**



**GENERATE
EXCITEMENT**

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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**GENERATE
SUPPORT**

MARKETING 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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