

## Marketing and Promotional Ideas to Increase Breakfast Participation at the Middle School

Remember the key to having a successful School Breakfast Program is to have FUN while still providing a nutritious start to a student's day. You know your students best so customize your breakfast program to meet their needs.

### Get Students Involved

- Set an attainable growth goal over your average participation and when it is reached have a fun celebration. Participation can be announced daily over announcements to promote the event and create a buzz.
- Have a class participation contest with prizes for the winning class
- Have a student planned breakfast.
- Offer samples of a new breakfast item once a month.
- Start a breakfast club whose main role is to taste test potential food items.
- Advertise school breakfast with posters and displays around campus.
- Have a poster contest for students to illustrate movies, songs, bands TV shows and use the winning poster as a theme.
- Ask students to create a Breakfast Commercial, ask a TV or radio station to produce and air the winning entry or announce it over the loudspeaker.

### Make Breakfast More Convenient

- Offer Grab n' Go Breakfast, use a cart to serve breakfast in the hallways or at the bus entrance.
- Have a frequent breakfast buyers card which enables students to enter a prize drawing once they have a certain number of stamps.
- Branding, serve breakfast in a way students can identify with a restaurant or café. Market breakfast specials like a diner.
- Offer convenient "special delivery" breakfasts during testing week to encourage students to eat breakfast.

### Use Themes

- Advertise "Fundays" at breakfast to entice kids to come and eat. See our "Fundays" Calendar on our website for ideas.
- Use a theme or movie to promote breakfast, example the Disney Cars movie. Each car races around the track and the cars would move based on the number of breakfast served each day.

### **Offer Incentives**

- If kids eat at breakfast everyday for a week they get a free snack coupon.
- If kids eat school breakfast for everyday in a chosen month, they are entered for a chance to plan a breakfast menu for a day.
- Invite your local TV station to broadcast from your school.
- Bring a local radio station in and have them broadcast their show during breakfast time. They will bring giveaways and it is a lot of fun.
- Have the Principal serve breakfast.

### **Get Parents and Staff Involved**

- Advertise the benefits and how much time school breakfast will save parents in the morning rush via newsletters, eblasts and signs. See our website for letters and inserts to send home.
- Advertise school breakfast (including menus) on the school website.
- Implement “Breakfast with the Principal” for strait A’s, award winners etc.

Adapted from resources produced by the School Nutrition Association, the National Dairy Council and Meals4kids.org