



FLORIDA BREAKFAST CHALLENGE MARKETING TIPS

Once you have pledged to join the Florida Breakfast Challenge, it is time to start promoting your school breakfast program. This toolkit offers ideas and resources to excite students and inform parents about school breakfast.

Below are ideas to help make school breakfast the most talked about meal of the day:

- › **Celebrate National School Breakfast Week (March 2-6, 2020)** – This year's theme is *School Breakfast: Out of this World!* Get creative with decorations and staff costumes.
- › **Invite parents to breakfast** – Offer samples of school breakfast items so parents can taste the food their children have at school. Consider giving a nutrient analysis to show how the meals compare with what they may be eating at home.
- › **Contests** – Challenge students to create a poster promoting breakfast at school and display the winning posters in the cafeteria.
- › **Celebrity Day** – Invite local celebrities to join students for breakfast. Seek out people familiar to children like mascots from sports teams, news reporters, a familiar local face, the mayor or a city councilperson.
- › **Serve breakfast at lunch** – Show students exactly what they are missing by offering popular breakfast choices at lunch.
- › **Website/social media** – Use your school's website and social media pages to announce promotions and contests and post breakfast menus and nutrition information.
- › **Flyers** – Customize the Florida Breakfast Challenge flyer and send it home with students to let parents know about school breakfast.
- › **Announcements** – Promote school breakfast every day on the announcements by sharing the next day's menu.
- › **Breakfast giveaways** – Place a sticker on the bottom of a few random trays so the student who receives that tray wins a prize.
- › **Automated messages** – Record a message about school breakfast that plays while parents are on hold waiting to speak with school administrative staff.

If you have any questions or need additional help promoting your program, contact InfoFNW@FreshFromFlorida.com.



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