



HOW TO HOLD A FREE BREAKFAST DAY

1. Pick a date for the free day, or days. Bigger schools may want to pick several free days to be offered by grade to help manage cafeteria capacity. Plan to include families too if you like!
2. Select menu items, order additional food and supplies in advance, and schedule extra FNS staff time to manage extra demand, if needed.
3. Promote the opportunity for all students to try breakfast for free. Make it easy by using Share Our Strength No Kid Hungry Marketing Promotion templates and materials.
4. Enjoy serving kids who've never tried breakfast before, and watch in the following weeks, as they return to get the healthy meal they need.
5. Have fun sharing your delicious samples and breakfast information, and watch as those families return to try a school breakfast!

FREE BREAKFAST DAY IN ACTION!

Bethel School in North Carolina invited the families and students of their school to join them for a free breakfast day. They used a simple robocall to extend an invitation to parents, and had more than 500 parents and kids attend!

SAMANTHA COWEN—A MAINE ELEMENTARY

This school invited parents and their kids to join them for school breakfast one morning. It was so successful, many kids asked when they could bring their parents again. The school added an additional free day later in the week so that more parents could experience breakfast at school.

