



BREAKFAST MARKETING TECHNIQUES

Make the most of your school breakfast program by incorporating No Kid Hungry’s marketing tactics.

DESIGNATE AN ACTIVE BREAKFAST NUDGER: This tried and true tactic can increase breakfast participation by up to 23 percent*. Choose someone to be an active role model within the school to stand in the hallways or near school entrances and deliver positive verbal encouragement to students to eat breakfast. Nudgers can be Teachers, Principals, Coaches, Counselors or staff who simply ask, “Have you had breakfast yet?” For the best impact, designate a Nudger for at least 3-4 weeks.

These additional approaches can be a fun way to bring attention to your school’s breakfast program:

- ❑ **HOLD A FREE BREAKFAST DAY:** Pick a date for the free day(s). Bigger schools may want to pick several free days to be offered by grade to help manage cafeteria capacity and support. Get students involved to help promote it, and include families if you like!
- ❑ **ORGANIZE A BREAKFAST TASTE TEST:** Pick a standalone date or link it to another event like Back to School Night or a big social day for the school. Work with FNS to choose menu items and to order additional food/supplies; and, identify FNS or other team members who can answer parent and student questions about menus and nutrition.
- ❑ **HOLD A KICKOFF EVENT TO PROMOTE BREAKFAST:** Create a celebratory environment by having music and placing balloons in or near the cafeteria. Give out prizes and invite your superintendent to have breakfast with your students.
- ❑ **USE SOCIAL MEDIA:** Post breakfast related photos or videos on the school’s social media accounts—Facebook, Instagram, Twitter, Snapchat, etc. Include the menu, as well as the time and location that breakfast is served and encourage students to eat.
- ❑ **ADVERTISE:** Post the menu around school, and broadcast it during morning and afternoon announcements. Get students involved by having them make posters to advertise the time and location of breakfast and encourage participation in the breakfast program.

*No Kid Hungry conducted a pilot of 23 schools that had free and reduced rates of less than 55 percent. The schools implemented the nudge technique with a traditional cafeteria model during 3-4 week periods. The results of the pilot showed that 95 percent of the schools increased their breakfast participation. The top 10 schools experienced an average of 23 percent increase.