



Marketing Your Program

This module is designed to assist you in the critical task of promoting your School Breakfast Program once you have settled on an implementation plan and a service delivery method. Effective marketing is important! While school breakfast provides students, parents, and faculty with tremendous benefits, there is often an uphill climb when it comes to raising awareness and overcoming common misperceptions about who the program is for, how it operates, and how conveniently accessible it is. As such, even the most thoughtfully planned school breakfast program will be less likely to reach its full potential unless you engage in some effective marketing.

This section of the Energize Your Day with School Breakfast Toolkit includes a set of materials that will help you:

- Develop a marketing plan with effective communications tactics that will build enthusiasm and support for school breakfast;
- Reach out to school faculty and administrators whose support must be gained in order for your breakfast program to succeed; and
- Advertise your program to students, parents, and the community.

Resources Contained in this Module

❖ Marketing Guidance

- The **Developing a Marketing Strategy** overview document provides guidance on how to orchestrate your marketing efforts and who to direct them at.
- **Tactics for Successful Marketing** provides a series of creative ideas that you might employ to raise awareness of and enthusiasm for your breakfast program

❖ Marketing Resources

- The **Sample Marketing Powerpoint** is a template for presenting your breakfast program to school faculty and administrators.
- **School Breakfast Promotion Tips for Principals** provides school administrators with some effective strategies for promoting their school's breakfast program.
- The **Why are Free and Reduced Price Applications Important?** flyer provides a list of reasons that households should fill out their annual application packet.

- **Sample School Breakfast Newsletter Inserts** are provided for each month of the academic year, to be included in your school's newsletters.
- **Sample Breakfast PSA Scripts** are included from the perspective of students, parents, local community leaders, teachers, and more.
- **Sample Parent Outreach Letters** are written to encourage households to participate in their school's breakfast program.
- A **Sample School Newsletter Article** is provided in both English and Spanish to help you promote your breakfast program throughout the community.
- **Benefits of Breakfast** and **10 Reasons to Try Breakfast in the Classroom** sample flyers are included for use in school or to be mailed out to households.
- Exciting **Posters** and **Video PSAs** promoting the School Breakfast Program, co-produced with the President's Council on Fitness, Sports, and Nutrition and featuring their celebrity membership.