

# Promoting your Breakfast club

Getting the word out about Breakfast Club to high school students is sometimes a challenge. Here are some ways that you can promote your club and integrate it within the wider school community!

## Ideas of Social Media Posts

Your school's Instagram and Facebook accounts are a great place to spread awareness of your breakfast program. Posts can include:

- Photos of the breakfast prep
- Photos of students enjoying their breakfast.
- The weekly menu or any upcoming special breakfast days
- Information about any new breakfast foods that have been added.
- News and upcoming events
- A call for recruitment of volunteers

## Student newspaper/blog/podcast/radio Show

These extra curriculums are a great way to get more information out about the club by looking at human interest stories.

- Interview the program's school coordinator and participating students.
- Call the regional coordinator for a report on Breakfast Club of Canada.
- Find a club in a nearby school and trade success stories and best practices.

## Involve the other school clubs!

A great way to get the school community's participation!

- Have the art students make posters to advertise your program.
- Ask the environmental club for an analysis on reducing your program's ecological footprint.
- Have the cooking club bake healthy muffins or make fresh smoothies for breakfast club once a month.

## Create curriculum connections

The breakfast club can be used as a fun opportunity for experiential learning.

- Math class can oversee fundraising budget and expenses.
- Science class can use the menu as a way to discuss nutrition.



**Share your publications! Send your social media posts, podcast episodes, articles and more to your Club coordinator!**

*\*Remember to only post photos of students with media clearance.*