

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 or of students enjoying their breakfast.
- Updates and photos: menu, weekly theme, health challenge, new foods, etc.
- 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
- Share successes, recipes, theme weeks info, etc.

Involve the other school clubs!

A great way to get the school community's participation

- Art students: make posters to advertise your program
- Environmental club: tips on reducing your program's ecological footprint
- Cooking club: bake muffins or make fresh smoothies once a month
- Yearbook committee: shout out to breakfast club with photos of your student volunteers
- Don't forget to make your club feel like a real club too: play music, have a grab-a-tip or give-a-tip jar with words of thanks for the volunteers, volunteer-of-the-month frame, etc.

Create curriculum connections

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

- Math classes can oversee fundraising budget and expenses
- Science classes can use the menu to discuss nutrition
- Home economics, culinary classes, life skills classes, all can contribute!



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.