



Variety School Breakfast Club



Marketing Toolkit

Resources to help you promote your Variety School Breakfast Club

To help you get the most out of your Variety School Breakfast Club, we've created a set of simple resources you can use across your school newsletter, website, and social media platforms.

How to Talk About the Program

In all publications, **please refer to the program as 'Variety School Breakfast Club'.**

This helps ensure consistent messaging and supports program recognition across the community.

Ways to Promote Your Variety School Breakfast Club

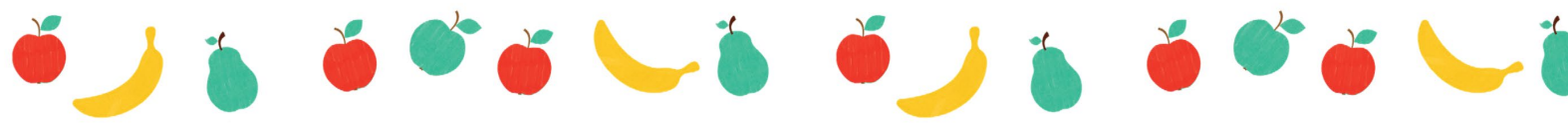
1. School Newsletter

Include a short feature or reminder about the Variety School Breakfast Club in your newsletter regularly. You may like to highlight:

- When and where the breakfast club runs
- What's on the menu
- How it supports student wellbeing and readiness to learn
- A thank-you to the Tasmanian Government Department of Education, Children and Young People and other partners

Sample wording:

We're proud to offer the Variety School Breakfast Club, supporting students with a nutritious start to the day. All students are welcome to join us every day from [time] in [location].



2. Social Media Posts

Share updates and photos (with permissions) to build awareness and encourage participation.

Ideas for posts:

- A reminder that the Variety School Breakfast Club is available for all students
- A weekly “What’s cooking?” post
- Highlights of student involvement or leadership roles
- Thank-you posts acknowledging Variety Tasmania and DECYP support

Tip: Keep posts short, warm, and welcoming.

3. School Website

Add a dedicated section on your wellbeing or student support page with:

- Program details
 - Operating days/times
 - Benefits of the Variety School Breakfast Club
 - Contact details for parents with questions
-

4. Visual Displays at School

Use posters, classroom announcements, or digital screens to remind students and families about breakfast club times and availability.

