

# Challenge Scorecard

So, how do you actually win the 2020 Minnesota Breakfast Challenge?! Each of the categories below lists breakfast-related activities. Participate in as many as possible to boost your chance of winning. Except where noted, these activities must be completed in March, the month of **National School Breakfast Week** (March 2 - 31, 2020).

Simply participate in the activities and then fill out the electronic scorecard by the end of your school day on Friday, April 3, 2020 to be in the running. Please note: Some activities may require additional documentation, as described below. **HAVE FUN AND GOOD LUCK!**

## General Challenge

### **BREAKFAST WITH SCHOOL ADMINISTRATOR(S) — 15 points possible**

You will earn 15 points if a school administrator eats school breakfast with students in the meal service area at least once during the month. (Must upload a picture to receive points.)

### **USE #MNSCHOOLBREAKFAST HASHTAG — 5 points possible**

You will earn 1 point for each day you post a picture to social media with #MNSchoolBreakfast. Can earn up to 5 points total. (Must upload a screenshot or link of post to receive points.)

### **BREAKFAST POSTERS OR OTHER VISUALS — 5 points possible**

You will earn 1 point for each poster/visual that encourages students to eat school breakfast. Can earn up to 5 points total. (Must upload a picture of poster/visual to receive points.)

### **TASTE TEST WITH SAMPLING — 10 points possible**

You will earn 1 point for each sample item offered to students to encourage breakfast participation. Can earn up to 10 points total. (Must upload a picture to receive points.)

## Leadership and Community Support

### **SCHOOL ADMINISTRATOR(S) POST TO SOCIAL MEDIA — 10 points possible**

You can earn 10 points if a school administrator posts a message about how important school breakfast is on social media. (Must upload a screenshot or link of post to receive points.)

### **LETTER OF SUPPORT — 10 points possible**

You can earn 10 points if a school administrator writes a letter of support for the School Breakfast Program. This letter may be disseminated via email, newsletter, or sent home with students. (Must upload the letter to receive points.)

## Breakfast Participation

### **AVERAGE DAILY PARTICIPATION (ADP) INCREASE — 15 points possible**

If your average daily participation (ADP) increased 0-15%, you will earn 5 points. If your ADP increased 16-30%, you will earn 10 points. If your ADP increased more than 30%, you will earn 15 points.

## Innovation

### **ALTERNATIVE BREAKFAST\* PROGRAM(S) — 10 points possible**

You will earn 10 points for describing each alternative breakfast\* model you offer at your school.

### **OTHER INNOVATION — 5 points possible**

You can earn 5 points for describing an innovative approach, recipe or marketing strategy that you used to promote the importance of breakfast to your students.



\*  
**ALTERNATIVE  
BREAKFAST  
DEFINITIONS**

### **Breakfast in the Classroom**

Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags, or school nutrition staff can serve breakfast from mobile carts in the hallways.

### **Grab and Go Breakfast**

Students pick up conveniently packaged breakfasts from mobile service carts in high-traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. Grab and Go is most effective when carts are stationed in convenient locations.

### **Second Chance Breakfast**

Students eat breakfast during a break in the morning, often after first period or between breakfast and lunch. Schools can serve breakfast in the same manner as they would with traditional Grab and Go breakfast. This model can be particularly effective for older students who may not be hungry first thing in the morning or may opt to hang out with friends.

