

IDEAS TO GET YOU STARTED

Let your board members know how much their work for our students is appreciated during School Board Recognition Month (SBRM) in January. This printed kit is just the starting point. Visit sbrm.tasb.org for artwork, sample news release, downloadable logos for your website and printed materials, and other resources.

The theme for 2020 is Launching the Next Generation, and we hope these ideas will blast off and turn into successful board appreciation campaigns at your district!

Plan a board member recognition event

- Plan a special reception at your January board meeting and invite community members, students, parents, the media, city council members, and more.
- Present SBRM certificates, student thank-you cards, artwork, and any other tokens of appreciation to board members during the event. (Available in November on sbrm.tasb.org.)
- Feature student entertainment at the event.
- Ask staff to say a few words on behalf of their teams, including teachers, school secretaries, bus drivers, cafeteria workers, etc.
- Give special recognition to trustees with extensive service records.
- Ask local businesses to host and/or support the event.

Promote school board appreciation in the community

- Encourage your city council, chamber of commerce, or PTA to pass a local SBRM proclamation.
- Ask your local chamber of commerce for an endorsement. Your chamber knows the importance of a strong education system in attracting new industry.
- Publish information on board members, including their background, years of service, accomplishments, etc. This information can be distributed in a variety of formats, like a brochure, web page, blog, and even communicated at civic meetings.
- Place appreciation messages on school marquees. (Available in November on sbrm.tasb.org.)
- Ask your PTA or students to place a thank you ad in the local newspaper.
- Download the SBRM logo and print it on shirts, use it on school or district websites, and more. (Available in November on sbrm.tasb.org.)

Promote SBRM using your district's digital assets

- Place an SBRM logo in staff e-mail signatures during the month of January. Link the logo to your dedicated-SBRM district web page or sbrm.tasb.org. (Available in November on sbrm.tasb.org.)
- Use your district's blog, newsletter, or website to post information about SBRM, post trustee profiles, and more.
- Watch TASB's Facebook, Twitter, and Instagram accounts for updates. Feel free to like, retweet, and share posts.
- Reach out to your followers with information about upcoming appreciation events and link to your SBRM-dedicated district website.



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- Share SBRM graphics on your social media accounts. Be sure to use #SchoolBoardMonth on Twitter and Instagram. (Available in November on sbrm.tasb.org.)
 - Invite your community members to share their appreciation for trustees through social media and e-mail.

Get media coverage

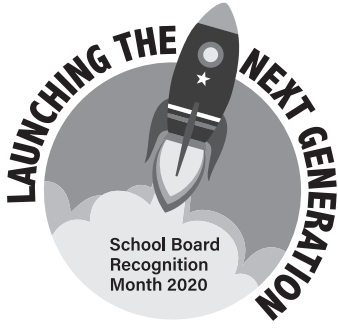
- Send a press release about SBRM. (Customizable Microsoft Word template available on sbrm.tasb.org in November.)
- Provide your local media information about what the board does, major decisions and actions your board is facing, and the amount of time trustees spend supporting your district. Offer to coordinate interviews with trustees.
- Send an article about SBRM to your local news outlet. (Available in November on sbrm.tasb.org.)
- Ask your local radio station to run a public service announcement.

Educate students, the community on what a school board does

- Hold mock school board meetings and elections in high school and invite your trustees to attend.
- Include information about what a board does on your district/school cable TV channel or in school newspapers. Encourage students to interview board members.
- Link to and share TASB's video about the role of a school board in classrooms, your website, and on social media. (Available on sbrm.tasb.org.)
- Photocopy and distribute our Helping Our Kids Shine: Understanding Your School Board brochure, available in English in Spanish. (Available on sbrm.tasb.org.)

Other creative ideas and student projects

- Have students create rocket ship thank-you notes using colorful construction paper cut-outs of triangles, squares, and rectangles. Students can also use their own hand or footprint as the base of the rocket ship, along with triangle cut-outs for the wings.
- Use butcher paper to decorate a door like a rocket ship with the words "Thank you for looking out for my future." Have students write a thank-you note and their name in a star to arrange around the rocket ship. Alternately, have students paste their photo into a helmet shape to arrange around the rocket ship sign.
- Have students create an astronaut helmet using a paper plate, paper bag, or card-stock. During your next board meeting, have students thank trustees by singing a futuristic song while wearing their helmet.
- Give board members coupons for a free school lunch. Have members of the schools' student council or other student group sit with the board member.
- Visit your board members' place of employment and thank them for their service.
- Give board members a free pass to district events for the month of January.
- Invite board members to athletic events to throw the first ball or blow the whistle to kick off the game.



Don't forget to complete and return the **Tell Us How You Celebrated!** Form to share your great ideas and help us continue to improve this campaign.

TASB cautions staff and community members to only provide gifts of minimal value (under \$50) to keep clear of state bribery laws and laws that prevent school board members from being compensated by their district.