



## GET 2 SCHOOL CAMPAIGN RELAUNCH

This document provides a brief overview of the marketing plan and timeframe for relaunching the “Get 2 School” campaign for all CMSD families/caregivers and students. The campaign began in the fall of 2022 and this plan is to help CMSD finish strong with attendance. Our goals include:

- Develop a marketing plan to re-launch and re-energize parents, students, and staff about the Get 2 School campaign
- Continue to increase the on-track percentage for attendance among all grades
- Develop new incentives and marketing tools to better engage parents

The items below and on the following pages contain details on the tactics and materials for the campaign relaunch

### PRINCIPAL TOOLKIT BOX

This box will contain a variety of marketing and communications materials that will provide support for principals to help motivate and reward students for on-track attendance. These materials include:

- Script of motivational messages that can be read during announcements. Also, reminders about the on-track attendance contests.
- Information about the rewards from Nickelodeon that can be used for students with on-track attendance. These rewards include:
  - Stickers
  - Coloring sheet
  - Bookmarks
  - Folder
  - Posters
- Instructions on holding attendance contests and conducting random drawings for surprise rewards
- Motivational Handout Cards. These small cards (about the size of an ID badge) will be distributed to students randomly with messages of positive reinforcement relating to on-track attendance

## **MONTHLY DRAWING**

In addition to daily and weekly random prizes, there will be a monthly drawing for a grand prize of a Family 4-Pack of tickets to a CAVS game. Here is how the drawing will work:

- Information about the monthly contest will be sent to families. The contest is designed to both reward on-track attendance and provides an incentive for families with students who need to get back on track.
- A student will receive an entry in the drawing for every day they attend school.
- The principals will hold a drawing once a month and select a winner for the grand prize and a few runner-ups for additional prizes.

## **COMMUNICATION TOOLS**

To help principals promote the contests, and communicate with families, we will provide the following tools and resources for them to use. These include:

- Two pre-recorded Robocalls. The first call will be a district-wide call that raises awareness of the campaign and stresses the importance of on-track attendance. The second call relates to the specific attendance promotion that is being run at that time. We are suggesting that Eric record the Robocalls.
- Several digital posters that principals can print and distribute or send to families via email.
- Announcements that can be read at events or during school announcements
- Sample email messages for families:
  - Thanks for “on-track” attendance
  - Motivational to encourage students to come to school
  - Information about monthly contest and other rewards
- Emails about the attendance campaigns and rewards sent from CMSD Communications to:
  - All network leaders
  - All staff
  - Principals (also include info about Everyday Labs)
- Social media posts. Posts to all of CMSD’s social media will occur more frequently and will include graphics and videos designed to motivate parents to play an active role in making sure their child gets to school.

## **ATTENDANCE AMBASSADORS**

Similar to Student Ambassadors and Parent Ambassadors, the Attendance Office will create a group of parents and students (high school) who focus on engaging other parents and students

- The group can be a subset of student ambassadors and parent ambassador groups
- They will provide community and one-one- direct outreach
- We want them to create friendly & positive competitions and events at schools and within the community
- They will help solicit rewards and incentives from local businesses and strategic partners

## Timeframe

Item	When?
Communication tools and resources <ul style="list-style-type: none"> <li>- Robocalls</li> <li>- Emails</li> <li>- Announcement &amp; motivational messages</li> </ul>	Feb 3
Communications to Families	Feb 3
"Principal Box Toolkits"	Mid-Feb
Random daily rewards	Daily or weekly at discretion of principal
Communications regarding Attendance Ambassadors <ul style="list-style-type: none"> <li>- Flyers</li> <li>- Social media</li> <li>- CMSD 360</li> <li>- Emails</li> </ul>	Mid-Feb
1 <sup>st</sup> meeting of Attendance Ambassadors	End of Feb
Monthly drawing	End of Feb
Ongoing campaign	Continues throughout school year