



## **No-Cost Ideas for Highlighting the Choice Made by Your School's Families and Students**

### **Spotlight the Many Choices Your Students and Families Have Within Your District**

- Plan a news release “blitz” and submit a news article each day about the diverse choices available in your schools using any of the following sources:
- Local news organizations (news can be used for their online websites, social media pages, weekly e-blast news, etc.)
- Create your own news and submit to internal employees asking them to spread the news to their community (via e-mail, intranet/portal, etc.)
- Post daily on your social media pages (districts, schools, parent organizations, etc.)
- Post a different photo daily with a headline or small blurb on district and school websites or feel free to use current students and families with personal testimonials.
- Submit to AZEdNews at <http://azednews.com/submit-story/>
- Post fliers with district or school specific information on entry and cafeteria doors, hallways, bathrooms, and staff lounge/break rooms (see fliers on website).
- Provide district administrators, parent organizations/booster clubs, business partners, interfaith community leaders and other distinct groups with talking points and ask them to share with people at meetings throughout the month of January.
- Host an open house or hosted tours for preschool parents, families of incoming freshmen, or other prospective families and ask parents to be speakers or tour guides and talk about their choice.
- Plan an on-campus patron tour, inviting community members for coffee and a student-led tour of the campus.
- Place a discussion of the many choices available in your district on your governing board agenda and invite representatives for various programs to share success stories.



## **Thank Parents for Choosing Your School(s)**

- Faculty members, staff and administration meet/greet parents at pick-up and drop-off areas and offer personal, face-to-face thanks to parents for choosing your school(s).
- Is there a sporting event, volunteering training or related event on campus the month of January? Ask your principal or teacher to thank patrons for choosing your school as part of an announcement.
- Welcome parents and students on a specific day with a “pep rally” before school begins during the week of Jan. 24-30, and include band, athletes, cheerleaders and student council. Share public school spirit with everyone.
- Update your school marquee with a new message each day during the week of Jan. 24-30 (see marquee messages on website.)
- Send a text message to parents thanking them for choosing your school(s) with a link promoting your achievements and other related information on your website.
- Include a one-line tagline in all e-mail signatures from school personal during the week of Jan. 24-30.

## **Create Opportunities for Testimonials and Unleash School Pride**

- Encourage parents who use social media, like Facebook and Twitter to share messages about why they chose your school. Twitter users are encourage to tag their message with #MySchoolChoice. Engage PTAs or PTOs can help rally this effort. (Encourage teachers to get involved, too!)
- Host a photo contest and ask parents to submit family photos and why they choose their local public school.
- Have a student writing contest around the theme “Why I Love My School.” Submit the winning entries to your local paper, post them on your website and share them on social media.
- Plaster your fences with kid-created “Why We Love XXXXX School” banners, posters, signs. Share pictures on the school/district website and through social media channels like Facebook and Twitter.



- Submit photos to [hvega@azsba.org](mailto:hvega@azsba.org) to post on ASBA Facebook/Twitter pages or post comment and attach photo to ASBA social media pages.

[www.azsba.org](http://www.azsba.org)

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