



How Do You Promote the Value?



Administrators

- **Help the stakeholders** in your school and community to recognize that student activities are a bargain.
- **Determine what percentage** of your school district's overall budget is devoted to supporting student activities. Share that information with all the stakeholders. Compare that with the national average of 1-3%.
- **Remind school board members, parents, and administrators** that student activities develop core social and emotional skills in ways the traditional curriculum does not.
- **Be a catalyst** for developing financial partnerships with local businesses, corporate sponsors, and community foundations.
- **Share the data** on college acceptance rates, career readiness, and civic-engagement benefits when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.
- **Collect, compile, and share data** about the real dollar value of community service hours contributed and funds raised by students to support local charities and causes.
- **Emphasize the long-term costs** of short-term cuts to student activities funding by pointing out the lost benefits and opportunities.

Teachers

- **Share the data** about the positive effects that student activities have on college acceptance rates, career readiness, and civic-engagement with your students and their parents.
- **Help the stakeholders** in your school and community to recognize that student activities are a bargain.
- **Determine what percentage** of your school district's overall budget is devoted to supporting student activities. Compare that with the national average of 1-3%. Share that information with all the stakeholders in your community.
- **Remind school board members, parents, and administrators** that student activities develop core social and emotional skills in ways the traditional curriculum does not.
- **Be a catalyst** for developing financial partnerships with local businesses, corporate sponsors, and community foundations.
- **Emphasize the many benefits of involvement** in student activities when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.
- **Collect, compile, and share data** about the real dollar value of community service hours contributed and funds raised by students to support local charities and causes.
- **Emphasize the long-term consequences** of short-term funding cuts to student activities by pointing out the missed benefits and lost opportunities. ➔





Advisers

- **Show how your program supports** the principal's goals.
- **Tie in with curriculum standards** in as many areas as possible; connect to the curriculum for real-world practice of academic concepts.
- **Tap into parental talents and networks.**
- **Write newspaper articles and send media releases** highlighting your program.
- **Partner with adult service organizations** such as Kiwanis or Optimists whose goals include supporting the youth of the community.
- **Connect with the local Chamber of Commerce** and let them know you'd value their involvement in your program.
- **Encourage students to find business sponsors** for the activities they plan.
- **Create an activities advisory board** with members of business and industry from your community.

Parents and Community Members

- **Be a catalyst** for developing financial partnerships between your school and local businesses, corporate sponsors, and community foundations.
- **Share the data** about the positive effects that student activities have on college acceptance rates, career readiness, and civic-engagement with your kids, with other parents, and with the members of your community.
- **Emphasize the many benefits** of involvement in student activities when asking for financial assistance and support from local businesses, corporate sponsors, and community foundations.
- **Help the stakeholders** in your school and community to recognize that student activities are a bargain.
- **Determine what percentage** of your school district's overall budget is devoted to supporting student activities. Compare that with the national average of 1-3%. Share that information with all the stakeholders in your school and community.
- **Remind school board members, elected officials, and other community members** that student activities develop core social and emotional skills in ways the traditional curriculum does not.
- **Emphasize the long-term consequences** of short-term funding cuts to student activities by pointing out the missed benefits and lost opportunities.

