

Track I

Community Outreach & Communication

Communicating with school leaders to seek permission for your Read for the Record event, community outreach, and promotion of the event, are key to the success of your project. Students participating in these activities will also learn important life skills that will be applicable in future college and career settings. The following implementation steps are simply suggestions. Feel free to use your imagination, expand on these activities, be creative and have fun!



- 1) Designate a track leader or lead team. Depending on the grade level, this could be a teacher, a student, or a small group of students. If you choose to designate a student or group of students, they should:
 - Understand and agree to the time commitment involved with leading the project
 - Have good relationships with their classmates
 - Be detail oriented
 - Be responsible
- 2) To get started, you'll need to seek permission from school officials to have your Read for the Record event. We suggest that students create a proposal in the form of a PowerPoint™ presentation, and that they make the presentation to the school principal, superintendent, and school board. This is also an excellent way of letting important school leaders know about your project! As students create the presentation, be sure they include information about why they chose this campaign and about Jumpstart's goals.

The lesson plans noted below will help students think critically about what it means to be a philanthropist, as well as reflectively about people who have made a positive impact on their community – helping them create content for their presentation. Likewise, the resources noted below offer facts about Jumpstart, photos which may be used in the presentation, and additional tools to help students create their presentation.

The following lesson plans correspond with this activity:

Middle School Lessons

- Lesson 1 – *Good Citizen Visual Presentation*
- Lesson 2 – *Narrative Essay: Me and My Community*
- Lesson 4 – *Research Paper: Who Inspires You?*

High School Lessons

- Lesson 1 – *Research Paper: Who Inspires You?*
- Lesson 2 – *Narrative Essay: Me and My Community*
- Lesson 3 – *Media Blitz*
- Lesson 4 – *Good Citizen Visual Presentation*

The following resources correspond with this activity:

- Resource 1.02 – Read for the Record Brochure
- Resource 1.03 – Read for the Record Fact Sheet
- Resource 2 – Jumpstart Photos
- Resource 5 – Slide Show Planner
- Resource 6 – Team Planning Form
- Resource 15 – Presentation Planning Sheet

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- 3) Designate a small group of students to make this presentation to your school principal, your district superintendent, and your school board to seek approval for your event. Be sure to video tape or take pictures of the presentation for the Reflection track of the campaign!
- 4) Once approved, encourage students to reach out to local celebrities and political figures and invite them to attend the event. Local sports teams are often receptive to attending school events in their off season. Likewise, local politicians such as the Mayor and city council members often enjoy these types of opportunities to connect with their constituents.

The resources noted below will guide students in their outreach efforts. For example, the VIP guide offers information that students may use to reach out to local celebrities and political figures as well as different ways in which they can participate in Read for the Record. Also included in the resources section are Proclamations for Governors and Mayors so that they may proclaim October 8 Read for the Record Day in your state or city. Be sure to include information about the event along with the proclamation so that your Governor or Mayor can attend, or send a representative to do so.

The following resources correspond with this activity:

- Resource 1.03 – Read for the Record Fact Sheet
 - Resource 1.12 – Proclamation – Governors
 - Resource 1.13 – Proclamation – Mayors
 - Resource 1.18 – VIP Participation
 - Resource 2 – Jumpstart Photos
 - Resource 6 – Team Planning Form
- 5) Encourage students to promote their event by reaching out to local media such as radio stations, television network affiliates, and newspapers. Students may write their own press release, or customize the press release template in the resource section. Students should call the radio station, television network affiliate, and newspaper to determine to whom they should send the press release. The press release could be delivered in person, by mail, or email. After sending the press release, be sure to follow up with your contact at the media outlet to see if they have any questions about your event. This is an excellent time to encourage them to cover the story!

The following resources correspond with this activity:

- Resource 1.15 – Press Release Template – Future Tense
- Resource 1.16 – Press Release Template – Past Tense
- Resource 6 – Team Planning Form

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- 6) To promote their event, have students create posters, flyers, and invitations to post around your school and community. Students might consider using the Jumpstart photos and fact sheet in the resources section as they design and create content for these materials. Also included in the resources section are template postings for newsletters, calendars and bulletin boards. You should encourage your students to use these resources to make their event as robust as possible!

The following resources correspond with this activity:

- Resource 1 .02 – Read for the Record Brochure
- Resource 1 .03 – Read for the Record Fact Sheet
- Resource 1 .04 – Event Flyer Template
- Resource 1 .05 – Event Poster Template
- Resource 1 .06 – Event Invitation Template
- Resource 1 .07 – Newsletter Template
- Resource 1 .08 – Calendar Posting Template
- Resource 1 .09 – Bulletin Board Posting
- Resource 1 .11 – Email Template
- Resource 1 .14 – Word Document
- Resource 2 – Jumpstart Photos
- Resource 3 – Poster Template
- Resource 6 – Team Planning Form