

# Guide for Appreciation Day Packets

## How To Make Them Fun & Easy!

This guide is designed to help make the appreciation days fun and easy for you. We've done all the work in our online packets, all you need to do is follow a few steps and you'll see how simple it is!

We have listed the ideas in the packets from basic to going above and beyond to make each appreciation day special. At whatever level you are able to take part in this program, it will make a big difference in the working environment for your employees. You can't afford to not participate.

## Superintendent Checklist



Use some or all of the ideas that are listed in each packet. You don't have to spend an extraordinary amount of time planning and implementing appreciation activities for the day to be a success. You can use a few of the ideas which have already been completed or you can put in a little more effort and make it an extra special day. Several of these ideas have been completed for you to use. All you have to do with these is click, print, sign and deliver them to the group being honored in a special way. We have even suggested ways to give these to the employee group. These ideas include:

- Thank you letter
- Resolution of Appreciation
- News Release
- Public Service Announcement
- Web Art
- Poster Art

*"Recognition is so easy to do and so inexpensive to distribute that there is simply no excuse for not doing so."*

--Rosabeth Moss Kanter  
Author & Harvard Business School Professor

— **Spread the word in-house:** If you need a little help, spread the word about the program to office staff, and ask them to help you get the appreciation items ready. If your school system is large enough, appoint someone to help [coordinate](#) and oversee appreciation day responsibilities.

— **Pass along packets to principals:** Email principal packets to each school or tell them where to find it on our website ([www.tnuct.com](http://www.tnuct.com)). Send an e-mail reminder to principals regarding the appreciation day a week prior to the event.

— **Have board take action:** Include resolution and thank you letter in the board packet a month prior to the appreciation day. Ask board chairman to read the public service announcement on a local radio station the day of the celebration.

— **Put web announcement on-line:** Take the web art included with the packets and put it on your school district website to help honor and recognize the employee group on that day. Put the approved resolution on-line as well.

— **Send thank you letters:** Use the provided thank you letters and send a note of thanks to the employee group being honored that month.

— **Share the news:** Send the news release included in the packet to the local media so that you can notify the community of the appreciation day.

# Going Above and Beyond



Listed below are ways that can help you really make your appreciation days special:

**Select a coordinator:** Your system needs someone to coordinate all events related to each Employee Appreciation Day. You may want to use the same person to coordinate all appreciation day events throughout the year or you may want to choose a different coordinator for each event.

**1. How to choose the Coordinator.**

- The coordinator may be your administrative assistant, an assistant superintendent or your personnel director.
- The work should be shared. Whoever the coordinator of your appreciation day activities, the key to success is the delegation of responsibilities to others.

**2. Responsibilities of the Coordinator.**

- The coordinator's responsibility is to enlist others to do the work of the appreciation day.
- The coordinator should be an expert in organization.
- The coordinator should be someone who enjoys this type of responsibility.

**Get board members involved.** The board's relationship with its employees will be enhanced by this program with only a minimal time commitment by the board.

- Briefly discuss appreciation day activities when the resolution is adopted.
- Encourage board members to participate in activities at schools in their district when possible.
- Schedule a brief presentation by the coordinator or other staff member to the board at the meeting following each appreciation day. This is a key activity which, along with adopting the resolution, gives the board ownership of the program. The brief presentation to the board should include an overview of activities in various schools and a few statements summarizing the qualities or achievements of the group being honored. This provides the media with news worthy information.

**Capture the moment:** Take photos or videos while you're visiting one of the appreciation day events or appoint someone to do so. It only takes seconds and lasts a lifetime. Email us photos so we can use them to recognize your school district in our newsletter and possible press releases.

**Reporter.** Designate someone to write a story or news release about how the particular appreciation day was celebrated in the school system and submit the stories to the media, the person presenting at the board meeting and Utrust.

**Invite the Media.** Provide information about the appreciation day activities and invite the local media to participate. This is an excellent way to get significant positive publicity about the school district and generate additional public support for the schools. Give the media system specific information about the group being honored such as number of total years of service, average years of service, longest serving employee in the group, examples of outstanding achievements by individuals and the group as a whole. The media wants information of this type to make their story more interesting. Such coverage also builds staff morale and pride in their work.

**Personalize items:** While we have provided thank you letters, announcements, resolutions and so forth, take just a few minutes to add your own personal touch, so that the items mean more to the employees you are giving them to. Make it special.