



2020 WSFCS ACR Training Document

GETTING STARTED

Thank you for being the “ACR” (*Arts Council Representative*) at your school! Your energy and enthusiasm will motivate others to recognize the importance of the arts in all of our lives and encourage them to support the arts in this community.

The Arts Council recognizes that being an ACR is going *above* and *beyond* your normal duties as staff at WS/FCS. We want to make coordinating this campaign as **fun**, **easy**, and **efficient** as possible for you. Just follow the week by week steps below to run a successful campaign.

The campaign period lasts from February 1 – February 29.

BEFORE THE CAMPAIGN

- ✓ If you would like an Arts Council Representative to come and make a presentation during a faculty meeting (5-10 minutes), check with your principal, add us to the agenda and contact Katrina Meeks kmeeks@IntoTheArts.org with the date and time.

CAMPAIGN INCENTIVES

- ✓ All donors giving \$5 per pay period (\$50 or more) will be entered into a drawing for:
 - GRAND PRIZE – 3 night stay in a gorgeous 6 bd., 4500 sq. ft. unique family lake home at Lake Hickory with gift card for local dining- \$3,500 dollar value *booking dates subject to availability
 - SECOND PRIZE – Yeti Hopper M30 Soft Cooler- \$300 dollar value
 - THIRD PRIZE -- \$100 Walmart gift card
- ✓ Employee Participation Prize – The school with the highest participation will win a Bookmarks Author visit and \$250 worth of books for its school library.
** If more than one school has the highest employee participation a random drawing of those schools will determine the winner.*

DURING THE CAMPAIGN

- ✓ Kick off -
 - **Friday, Jan. 31** - Send out the welcome email
**(template emails can be downloaded/copied from <https://5934.thankyou4caring.org/WSFCS>, just click on “ACR Info & Materials”).*
 - Hang posters in high traffic areas such as the teacher break room(s) and work room(s).
 - Gather staff for a quick kick-off event. Hand out the “WS/FCS 2020 Arts Council Campaign” info document. Invite the Arts Council to come and speak for 3-5 minutes. **If you can’t gather staff during the campaign period (Feb. 1-29), put handouts in their mailbox.*
- ✓ Week 1 –
 - **Wednesday, Feb. 5** – Send out the 2nd week email
 - Host an “arts experience” at your school. For example, for a small fee you can have a fiddle player perform during lunch one day, have an afterschool paint party, or you can do your own “arts experience” to help raise awareness. Contact Eryn Crews at ecrews@intothearts.org to learn about other opportunities.
 - Use an incentive prize provided by the Arts Council to increase participation. For example, everyone who gives by week 2 goes into a drawing for new Arts Council Sunglasses.

(over)

- ☑ Week 2 –
 - **Wednesday, Feb. 12** – Send out the 3rd week email
 - Hold any “special” fundraisers such as chili cook-offs, bake sales, etc. just in time for Valentine’s Day
- ☑ Week 3 –
 - **Wednesday, Feb. 19** – Send out the final week email
 - Use an incentive prize to get the final donations in by Feb. 29. This is your time to rally the troops with a final push!
- ☑ Wrap-Up
 - **Wednesday, March 4** – Send out the Thank you email
 - Complete your tally sheet by entering any checks and or cash received. Document any monies that donors may have given to you or any monies generated by special fundraisers, donations other than staff, etc. (*NOTE: It is not necessary to enter pledges or payroll deduction pledges – only add checks/cash to the Tally Sheet*)
 - Place the tally sheet and all monies in the white Campaign Envelope. Fill in the info needed on the outside of the envelope.
 - No cash? Mail the Campaign Envelope to the Arts Council. Cash? Contact the Arts Council to pick up your envelope.
 - Take down any remaining posters and materials and discard.

THINGS TO REMEMBER:

- The campaign emails sent by ACRs are the main method for giving as those emails contain the link to give online – either cash, check or payroll deduction.
- There will be information about the campaign distributed through the WS/FCS Weekly staff email as well.
- The link to give online can also be found on the Quick Links section for the WS/FCS homepage.
- Donors who give online will receive an immediate confirmation of their gift by email.
- For Cash/Check donations – Employees will print their confirmation, attach their check or cash, and turn it in to you.
- Each ACR has five paper pledge forms should someone at their workplace not have access to email or prefer to give using paper. Feel free to make copies if needed.
- <https://5934.thankyou4caring.org/WSFCS> - This is your one stop shop. This is where donors donate, ACRs can check totals by school to see how you are doing, and ACRs can access materials, email templates, etc.

This campaign is meant to be fun and enjoyable!
If you have any questions at any time or need help,
please don’t hesitate to contact
Eryn Crews at ecrews@intothearts.org or
Katrina Meeks at kmeeks@intothearts.org
Or call 336-747-1413

CREATIVE IDEAS FOR MINI FUNDRAISERS

1. Chili/Soup Cook-Off

Have teachers and faculty members gather for a chili/soup competition. Each competitor brings his or her own dish and tasters pay a small fee and vote on their favorite chili. Winner receives a prize! (Note: also consider a Crock Pot Cook Off to include more variety or vegetarian options)

2. Change Drive

Provide each class or grade of students with a large jar to throw spare change in. Create an incentive for the class or grade that raises the most. Note: a creative twist to the change drive is making dollar bills count as a deduction against other competing change jars.

3. Silent Auction

Create a display of various items to auction off i.e. student art, decorated chairs, school memorabilia, gift baskets, etc. Students, teachers, faculty, and parents can place their bid as they walk through the display, and after a set amount of time, the winners are announced.

4. Handmade Photo Booth

Create a DIY photo booth where students, teachers, and faculty can pose for take-away pictures for a small fee. Be sure to include lots of fun props for posing! To create even more awareness and excitement, create a slide show that plays on the school broadcasting station

5. Guess the Amount

Fill a container with pencils, pennies, jellybeans, etc. and have students pay a small fee to guess how many of the item is in the container. Whoever guesses the closest amount receives a prize!

6. Trivia Night

Host a trivia night for students, advertising a prize for the winning trivia team. Trivia topics can range from academic brainteasers to movie trivia.

7. Movie Night

Hold a movie night! Students could either pay a small admission fee or raise funds via popcorn and concession sales.

8. Artistic Valentines

Have students sell Valentines with original artwork for Valentine's Day. Have volunteers organize and distribute these on Valentine's Day.

9. Special Incentive Ideas for Drawings

- Conduct a drawing(s) for prizes throughout the campaign. The Arts Council has a limited supply of incentives for ACRs. Requests are "first come, first served", email ecrews@intothearts.org.
- Ask PTA and parents with special skills and talent to donate a small gift or their time in a classroom to show how art can directly impact the school, students and staff.
Ask your Principal if there are any school specific incentives that can be offered to staff (i.e. special parking spaces, Jeans Day passes, special recognition, coverage at lunch, etc.).
- Ask area businesses for gift certificates that you can offer during weekly prize drawings.

Good Luck!

