

EVENT
IDEAS
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HOW-TO
GUIDES

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School Choice Week



National School Choice Week



NATIONAL
SCHOOL
CHOICE
WEEK

Looking to plan an amazing event for
National School Choice Week?
Check out these great event ideas.

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1

Quick and easy

Are you looking for a **fun way to celebrate** National School Choice Week without needing to invest too much time?

**Check out the
simple event ideas
on the following pages for inspiration.**

Scarf giveaway

Hand out scarves to students when they walk into school in the morning.



Plan

How many scarves will you need? If you need more than the 75 included in your event kit, you can purchase additional scarves in [our shop](#). Who will hand out the scarves? Will you need a table to set the scarves up on? How will you make this a fun celebration—will there be cheering, dancing, music playing, etc.?



Schedule

What day would you like to hand out scarves? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to everyone who will be handing out scarves, whether this be the parents or the teachers and administrative staff. Let your families know to join in on the fun.



Finalize

Are there any details you left out? Be sure to send a reminder email to everyone involved the day before so that they don't forget to bring all their energy the next morning.



Photos and Fun

Students are arriving, and it is time to have fun! Welcome the students with a scarf and a high five. Have music playing, dance around, and enjoy the morning. Don't forget to take photos and tag us to commemorate the moment!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ [Order additional scarves](#) if needed
- ☐ Make a playlist
- ☐ Send a reminder
- ☐ Set up tables
- ☐ Line up scarves
- ☐ Turn on music if wanted
- ☐ Have staff in place to give out scarves
- ☐ Take photos and share online using #SchoolChoiceWeek

Yellow day

Host a “yellow day” on which students and teachers wear yellow clothing or accessories in addition to their yellow scarves.



Plan

How many scarves will you need? If you need more than the 75 included in your event kit, you can purchase additional scarves in [our shop](#). Will you have other activities? Can you collect a donation of yellow items in advance for students who may not have anything yellow to wear?



Schedule

What day would you like to make “yellow day”? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to families and staff to announce “yellow day” and request that they join you in the celebration.



Finalize

Are there any details you left out? Be sure to send a reminder email to everyone involved the day before so they don't forget their yellow attire.



Photos and Fun

Make sure to take amazing photos of everyone in their yellow attire, showing off their yellow National School Choice Week (NSCW) scarves!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Order additional scarves if needed
- ☐ Create a give/take box for yellow donations
- ☐ Send a reminder
- ☐ Set up scarves to hand out
- ☐ If there are other activities, set them up
- ☐ Set out the “yellow box” for those who need extra yellow
- ☐ Take photos and share online using #SchoolChoiceWeek

Spirit week

Have a spirit week in which students and teachers wear different themed attire each day of the week. Don't forget your NSCW yellow scarves.



Plan

What different themes would you like to include in your spirit week? Some ideas include: crazy hair day, DIY crazy sock day, pajama day, Disney day, cultural day, career day, formal Friday, etc. Will you have other activities throughout the week? Can you collect a donation of themed items in advance for students who may not have anything to wear?



Schedule

Which theme will be on which day of the week? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to families and staff to announce spirit week, with a calendar outlining each theme, and request that they join you in the celebration.



Finalize

Are there any details you left out? Be sure to send a reminder email to everyone involved the day before so they don't forget their spirit wear.



Photos and Fun

Make sure to take amazing photos of everyone in their spirit attire, having a great time and showing off their yellow NSCW scarves!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Order additional scarves if needed
- ☐ Create a give/take box for spirit donations
- ☐ Send a reminder
- ☐ Set up scarves to hand out
- ☐ If there are other activities, set them up
- ☐ Set out the spirit box for those who need extra attire
- ☐ Take photos and share online using #SchoolChoiceWeek

Social media

Post information, photos, and testimonials about your school on social media each day during National School Choice Week. Find resources to inspire you in our [Digital Backpack](#). Don't forget to tag us: Twitter: @schoolchoicewk; Facebook: @schoolchoiceweek; Instagram: @schoolchoiceweek; TikTok: @schoolchoiceweek; YouTube: School Choice Week (and add #SchoolChoiceWeek).



Plan

Who is in charge of managing the social media platforms? Where are they getting the content? Should the content follow one specific theme/story or provide a variety of aspects that make up your school? Can you use all types of content—photos, videos, and stories? Have students wear their yellow scarves in photos and videos. Do you need any media releases?



Schedule

What days / how many times per day would you like to post? Get this scheduled as early as possible.



Invite

Invite teachers, students, and families to share photos, videos, and stories about their love for your school to share on social media.



Finalize

Are there any details you left out? Do you have any media releases that you need? Do you have all your content? This is the time to collect everything you may be missing.



Photos and Fun

Share all the photos, videos, and content that you collected on social media. This is a time to showcase your school and all the great things you do.

Checklist

- ☐ Take planning notes
- ☐ Set a timeline
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation for content
- ☐ Collect content
- ☐ Collect/check media releases
- ☐ Create posts and use #SchoolChoiceWeek
- ☐ Schedule posts
- ☐ Respond to comments

Paint school choice rocks

Have each student paint a rock to represent school choice. These can be in your school colors, feature your mascot, say "school choice" or "I <3 my school," have inspiring words, etc. Share online using #SchoolChoiceWeek



Plan

How many rocks do you need? Do you have any art supplies you need—paint, brushes, glitter, etc.? Do you want the entire school to paint their rocks on one day or throughout the week? For the younger students, do you need to provide a variety of ideas of what to paint? Do you have a place to set all the rocks to dry? Will you display these as one large rock garden, or will they be spread throughout the school?



Schedule

What day(s) would you like to have students work on their rocks? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite teachers to integrate a time into their schedules to have students paint their school choice rocks.



Finalize

Are all the rocks and art supplies ready to go? Do you know where they will go once finished? Send a reminder to everyone participating.



Photos and Fun

Students are showing off their artistic side and school spirit. Get pictures of students painting their rocks and of students holding them up once complete, wearing their yellow scarves.

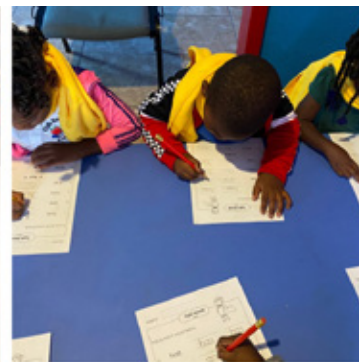
Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Collect rocks and art supplies
- ☐ Send a reminder
- ☐ Distribute materials
- ☐ Set up rocks and supplies
- ☐ Have students complete rocks
- ☐ Once they are dry, place the rocks in designated area(s)
- ☐ Take photos and share online using #SchoolChoiceWeek



Activities

Free printable activities: Explore our free, educational, fun activities and decorations created for families, students, and teachers. This content may be printed, photocopied, shared, and distributed in school or at home. Download from our [Activity Center](#).



Plan

How many printouts do you need to make? Will you integrate these into a bigger lesson? Make sure to have colors and writing utensils available for students.



Schedule

What day would you like to have students work on the activities? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite teachers to integrate a time into their schedules to have students work on the activities.



Finalize

Are all the activities printed out? Be sure to leave them in teachers' mailboxes or a central area where teachers can pick up the activities they would like to participate in. Send a reminder to all teachers to pick up supplies.



Photos and Fun

Have fun with your students completing the activities. While they are working on the worksheets, share with them what school choice means and how it impacts their education. Take photos of students completing activities, wearing their yellow scarves.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Print activities
- ☐ Collect writing utensils
- ☐ Send a reminder
- ☐ Distribute materials
- ☐ Set up tables with activities
- ☐ Lay out colors and writing utensils
- ☐ Have students complete activities
- ☐ Take photos and share online using #SchoolChoiceWeek

Backdrop

Hang National School Choice Week posters in the school hallway, and have students and teachers pose for photos wearing their yellow NSCW scarves.



Plan

Will you use only the NSCW-provided poster, or do you want to have students/faculty design posters? If you are designing additional posters, who will be creating them? Will you be doing a photoshoot one day or throughout the week? Do you want props available to pose with? Where do you want to place the backdrop? Do you have someone to take the photos, or will each teacher take their own?



Schedule

When will the backdrop be created, set up, and utilized? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to teachers to invite them to bring students to take photos in front of the backdrop. If you have a specific color/theme that you want everyone to wear, include this in the invitation.



Finalize

Is the backdrop complete and ready to be hung up? Be sure to send a reminder email to everyone to come and take photos.



Photos and Fun

Welcome students and staff to show their excitement for school choice. Have yellow scarves available for people to pose with. Get photos to commemorate all the fun!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Order props if needed
- ☐ Construct backdrop materials
- ☐ Send a reminder
- ☐ Hang the backdrop
- ☐ Set up scarves and props
- ☐ Take photos and share online using #SchoolChoiceWeek

Photoshoot

Take class and staff photos with participants wearing yellow NSCW scarves and holding signs. If you have local recognizable community landmarks, be sure to take photos in front of them to share.



Plan

Will you be doing a photoshoot one day or throughout the entire week? Is there a specific time you want to do photos? Do you want to break it up by class, grade level, a mix of all students, etc.? Do you want props available to pose with? Where do you want to take the photos? Do you have someone to take the photos, or will each teacher take their own? Are there local landmarks you would like to get the photos with?



Schedule

What day(s) do you want to hold the photoshoot? Get this on the books as early as possible and inform all key players to avoid schedule conflicts. If you have a specific space(s) you want to reserve, make sure you mark that off.



Invite

Send an invite to each class to join in on the photoshoot. If you have a specific color/theme that you want everyone to wear, include this in the invitation.



Finalize

Are the photoshoot areas clean and ready to go? Do you have a photographer (could be a staff member, teacher, or student)? Be sure to send a reminder email to everyone to join the photoshoot—and include specific attire, if any.



Photos and Fun

Welcome students and staff to show their excitement for school choice. Have scarves available for people to pose with, along with any other props. Get some movement photos—waving the scarves, dancing around, etc.—to commemorate all the fun!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Choose a photographer
- ☐ Send an invitation
- ☐ Order props if needed
- ☐ Send a reminder
- ☐ Clean photoshoot space(s)
- ☐ Set up scarves and props
- ☐ Have students and staff in place
- ☐ Take photos and share online using #SchoolChoiceWeek

Placards

Have students fill out and decorate ["I Love My School"](#) placards and share online using #SchoolChoiceWeek



Plan

How many copies of the placards do you need? Will you display the placards somewhere in your school once they are complete? Do you need any art supplies (crayons, colored pencils, markers, etc.) for the placards? Do you want the entire school to do these on one day or throughout the week? For the younger students, do you need to provide a variety of prompts to get them thinking?



Schedule

What day would you like to have students work on the placards? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to teachers providing them with information about the placards, background on NSCW, and the importance of students sharing the reasons they love their school. Include the final date which you would like teachers to have their students complete the placards.



Finalize

Are all the placards printed and the supplies ready to go? Place the placards in teacher mailboxes and send out a reminder email to ensure they are all picked up and set for decorating.



Photos and Fun

Placards are being filled in by students. Help them articulate their love for your school. While embracing all the love, be sure to take photos to capture the moment. Get pictures of students filling out their placards and of students holding them up once complete, wearing their yellow scarves.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Print placards
- ☐ Collect materials
- ☐ Send a reminder
- ☐ Distribute materials
- ☐ Set up placards and supplies
- ☐ Have students complete placards
- ☐ Take photos and share online using #SchoolChoiceWeek

Thank you letters

Have teachers write and send home "thank you" letters with students for their parents and guardians.



Plan

Do you have school stationery that you want these letters on? Will they be sent home to everyone at once on the same day or throughout the week/month? Do you want a uniform message or each one to be written individually? If uniform, consider a different one for each grade level so parents aren't receiving an identical letter from multiple teachers for multiple students.



Schedule

What day would you like the thank you letters to be completed and sent home? Get these on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all teachers, inviting them to write thank you letters to each family in their class. Be sure to include a deadline to allow teachers to budget their time accordingly.



Finalize

Are all the letters written? Double check so you do not accidentally leave out a family.



Photos and Fun

You are about to brighten the faces of many parents. Take photos of teachers writing letters or get a photo of their stack of letters before you send them home. Be sure to share on social media, tag us, and add #SchoolChoiceWeek.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Collect stationery
- ☐ Have teachers write letters
- ☐ Email a reminder
- ☐ Take photos and share online using #SchoolChoiceWeek
- ☐ Send letters home with students

Student notes for families

Give students construction paper or note cards and ask them to write notes to their families, thanking them for choosing your school.



Plan

Do you need to provide samples/prompts for the students to follow for the cards? What supplies do you need (construction paper, cards, glitter, cut-outs, colors, pens, scissors, etc.)? Would you like to incorporate this activity into a bigger lesson? This is a great opportunity to teach students about appreciation and giving thanks.



Schedule

What day would you like to have students write the notes to their families? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all teachers inviting them to set aside a time to have students write appreciation notes to their families. Include a deadline for these notes to be completed and sent home.



Finalize

Do you have enough supplies for everyone to create a note/card for their family? Ensure you have not left out any details. Send a reminder to all teachers to prepare for the project.



Photos and Fun

No matter how thankful we are, sometimes we forget to say it. This is a great time for students to share their appreciation with their families. Be sure to take photos of students constructing their notes.

Checklist

- ☐ Take planning notes
- ☐ Set a date for design
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Collect stationary and decorating supplies
- ☐ Email a reminder to teachers
- ☐ Lay out supplies
- ☐ Have students create cards
- ☐ Take photos and share online using #SchoolChoiceWeek
- ☐ Send notes home with students for their families

Student share out

Have students share at lunch the reasons they are grateful to attend your school.



Plan

How many students will be sharing their stories? How will you decide who will speak? Will it be scheduled, or will people just step up to share? Do you need any AV? Do you need photo/video releases?



Schedule

What day would you like to hold the Student Share Out? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to families and staff to announce the student share and invite them to participate. Send photo/video releases if needed.



Finalize

Are there any details you left out? Do you have the room set? Is AV reserved if needed? Send a reminder to all the participants in the student share.



Photos and Fun

Let your students shine! Record their stories, take photos, and share out.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Reserve space
- ☐ Send an invitation
- ☐ Select speakers if needed
- ☐ Create a run of show
- ☐ Clean the performance space
- ☐ Set up chairs if needed
- ☐ Set up and test the AV
- ☐ Do a practice run if needed
- ☐ Make sure all the performers have their scarves on
- ☐ Have students share out
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Journaling

Encourage students to keep a gratitude journal during NSCW, detailing the different ways they are grateful for their families and for your school.



Plan

Should each journal entry be responding to a different prompt, or are the students sharing thoughts freely? Would you like a specific number of entries in each journal? Will any of the entries be read aloud? (Ask for volunteers; don't force.) Would you like these on traditional lined paper, or do students need a separate notebook to journal in? If you would like these entries kept in a separate notebook, prepare for some students not to have one, and have extras available for them. (Students can make a journal out of construction paper and lined paper for an easy solution.)



Schedule

What day would you like to start/end journaling? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all teachers and a separate email to families to explain the project and have them encourage their students/children to journal. If a separate journal is preferred, request that students be sent to school with a new notebook.



Finalize

Does every student have a journal? Make sure all the logistics are planned out and teachers are ready to integrate it into their lessons.



Photos and Fun

Writing down their gratitude really helps students articulate and recognize what they are thankful for. Help them embrace this activity to get the most out of it. Take photos of them writing and sharing their journal entries.

Checklist

- ☐ Take planning notes
- ☐ Set a timeline
- ☐ Apply for your free deluxe event planner kit
- ☐ Establish guidelines
- ☐ Identify topics if needed
- ☐ Send an invitation
- ☐ Collect extra journals or create your own
- ☐ Integrate journaling time into lessons if needed
- ☐ Remind your students to keep up with journaling
- ☐ Have students submit entries and read aloud if desired
- ☐ Take photos and share online using #SchoolChoiceWeek

2

Want to take your celebration to the next level?

Do you want to do something more for your celebration of National School Choice Week?

Check out the suggestions on the following pages for inspiration.



Dance

Each January, students use the School Choice Week dance to celebrate school choice. Make a video of your dance or host a virtual dance party and share it online using #SchoolChoiceWeek. Perform the official dance moves or make up your own! Check out the [official dance tutorial](#) video to learn the moves!



Plan

When will students learn the dance (during gym, before/after school, at home individually)? Who will learn the dance—the entire school, the dance team, an athletics class, etc.? When will you hold rehearsals? What will the performance look like—part of a bigger event, the entire school dancing at once, dancing in each classroom, a performance for the families, etc.?



Schedule

What day would you like to have rehearsals and the performance? Get these on the books as early as possible and inform all key players to avoid schedule conflicts. Remember to reserve the space(s) for the rehearsals and performance.



Invite

Depending on your plan, invite the appropriate people to participate. Be sure to include any scheduling details that the participants need to know about.



Finalize

Does everyone know the dance? Are any last-minute rehearsals needed? Double check the performance space and be sure to email everyone involved a friendly reminder to participate in or attend the performance.



Photos and Fun

It is time for the performance. People are cheering and waving scarves in the air. Have a ton of fun and be sure to take photos and videos!

Checklist

- ☐ Take planning notes
- ☐ Set a date for the performance
- ☐ Apply for your free deluxe event planner kit
- ☐ Set rehearsals
- ☐ Reserve space
- ☐ Create a run of show
- ☐ Send an invitation
- ☐ Hold rehearsals
- ☐ Clean the performance space
- ☐ Set up chairs if needed
- ☐ Set up AV
- ☐ Test the music
- ☐ Do a practice run of the dance
- ☐ Make sure all the performers have their scarves
- ☐ Perform the dance
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

School tours

Arrange school tours throughout NSCW to promote your school to prospective students and their parents.



Plan

What are the specific items you want to showcase in your school? How will you spread the word? What is the goal of the school tours, and how will you track it? How many days and times do you have people available to give tours? Will these be one-on-one tours or group tours for multiple families at once? Do you have information/swag to provide to families?



Schedule

What day(s) would you like to invite families out for a school tour? Get these dates on the calendar as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation out to the entire community to invite them to come visit your school. Reach out to local media, blogs, social media, community centers, sports teams, etc. to see whether they can share your event flyer.



Finalize

Review your initial planning list. Are there any details that need to be altered or finalized? Make sure you are really showcasing what makes your school special.



Photos and Fun

During the tour, make sure to capture people learning more about what is special about your school. Consider making a virtual tour for families that may not be able to join.

Checklist

- ☐ Take planning notes
- ☐ Set a date(s)
- ☐ Apply for your free deluxe event planner kit
- ☐ Determine who will tour
- ☐ Create an RSVP
- ☐ Select areas to showcase
- ☐ Gather/create collateral
- ☐ Send an invitation
- ☐ Promote your event—flyers, social media, partners, etc.
- ☐ Send a reminder
- ☐ Conduct school tours
- ☐ Take photos and share online using #SchoolChoiceWeek

Video shoot

Have students and staff make a brief video (using a horizontally held smartphone works best!) about why they love your school and share it with us.



Plan

Do you want the videos to be scripted, improv, or a mix of both? Where in your school would make a good backdrop? Does a staff member(s) have an iPhone that can be used to record? What are all the ways that you can share the video? Do you need media release forms for students on camera?



Schedule

What day would you like to have the video shoot? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to teachers and students inviting them to be a part of the video shoot. If you want prepared scripts or want students/staff to answer specific questions for the video, include these as well.



Finalize

Is the video fully planned out? Are there any last-minute changes or details you left out? Be sure to consider everything. Send a reminder email to all involved.



Video and Fun

It's time to make a great video to showcase your school. Be sure to have all participants in the video wear their yellow NSCW scarves. Please share the video with NSCW when done; we can't wait to see it!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Have students practice their response if needed
- ☐ Practice the setup for the photoshoot
- ☐ Send a reminder
- ☐ Charge your iPhone
- ☐ Hang backdrop if needed
- ☐ Set out scarves
- ☐ Shoot and edit the video
- ☐ Share the final video using #SchoolChoiceWeek

Door decoration contest

Encourage students to decorate their classroom doors or lockers and announce winners during NSCW. [Door decoration printables](#) are available on pages 7–16 for your use.



Plan

What is the theme for the door decorating contest? Are there restrictions you would like to have in place (can use only recycled materials, only have one hour to complete, must be completely done by students, etc.)? What do the winners receive? What is the deadline for completion? Who are the judges?



Schedule

What day would you like to judge the contest? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all teachers, inviting their classes to participate in the contest to celebrate NSCW. Be sure to include all the details and restrictions.



Finalize

Are all the supplies and rules in place? Send out an email to the teachers reminding them of the guidelines for the contest. Are the judges ready to go? Be sure to send them an email reminder as well.



Photos and Fun

The day has come, and the doors are looking excellent. Send your judges around to pick their favorite door. Announce the winner and celebrate everyone's hard work. Be sure to have teachers get photos during the decorating of the doors as well as photos of the finished products.

Checklist

- ☐ Take planning notes
- ☐ Establish the rules
- ☐ Select judges
- ☐ Set a deadline
- ☐ Set a date for judging
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Collect materials
- ☐ Prep construction paper
- ☐ Send a reminder
- ☐ Students decorate doors
- ☐ Judge the doors
- ☐ Announce the winner
- ☐ Take photos and share online using #SchoolChoiceWeek

Poster/essay/design contest

Hold a student poster or essay contest and publish winning submissions in your local newspaper. Or launch a contest to design the school's yearbook cover or school flag.



Plan

What type of contest do you want to hold? Will there be a theme to the contest? How will you announce the contest? What is the deadline for submissions? Will class time be provided to work on the contest, or will it have to be done solely at home? Who will judge the contest? Be sure to set guidelines/rules for the contest. If you would like the winner to be published in the local newspaper, be sure to coordinate all the details with the editor in advance to ensure they can participate.



Schedule

What day are final submissions due? What day would you like to judge the contest? Get these on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Provide teachers with an invitation to hand out to their students with all the contest details, asking students for submissions.



Finalize

Make sure no details are missing. Are all the judging guidelines in place? Submissions collected? Now all you have left to do is pick a winner!



Photos and Fun

Submissions are in and now it is time to announce the winner. Make it special for the students, whether the announcement is over the intercom, at morning assembly, in the school paper, etc. Take photos to show off all the contest submissions and the winner.

Checklist

- ☐ Take planning notes
- ☐ Apply for your free deluxe event planner kit
- ☐ Establish the rules
- ☐ Coordinate the prize if needed
- ☐ Select judges
- ☐ Set a submission deadline
- ☐ Set a date for judging
- ☐ Send an invitation
- ☐ Send a reminder
- ☐ Collect the submissions
- ☐ Judge the submissions
- ☐ Announce the winner
- ☐ Take photos and share online using #SchoolChoiceWeek

Assembly/ pep rally

Host a school assembly or pep rally to build school spirit.



Plan

Where will the event be held? Do you need chairs, bleachers, etc.? What will the run of show look like? Would you like to reach out to any clubs/teams/individuals to ask them to perform/present? Having a student share how different their life would be if they didn't have the choice to attend your school always creates a big impact. What type of AV setup do you need? Do you need décor? Create a playlist that will hype up the room.



Schedule

What day/time would you like to hold the assembly/pep rally? Get this on the books as early as possible and inform all key players to avoid schedule conflicts. Reserve the space.



Invite

Send a message to all staff to share the details of the assembly/pep rally so they can prepare for their classes to attend. Send a separate email to anyone arranging performances/speeches to plan accordingly.



Finalize

Review your run of show for accuracy. Make any last-minute updates needed. Follow up with all teachers and performers to ensure they are ready to go.



Photos and Fun

Now is the time to celebrate everything that is great about your school. Have a blast with your students and be sure to take a lot of photos and videos to share!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Reserve space
- ☐ Send an invitation
- ☐ Create a run of show
- ☐ Hold rehearsals
- ☐ Create/get decorations if needed
- ☐ Clean the performance space
- ☐ Set up chairs/bleachers
- ☐ Set up and test AV/music
- ☐ Set up decorations
- ☐ Arrange a table of scarves to hand out as students walk in
- ☐ Host the assembly/rally
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Dignitary visit

Invite a local dignitary, such as your mayor or a county leader, to visit your school and talk with students.



Plan

Are there specific dignitaries you would like to invite to your school? Does anyone have a direct connection to send a personal invitation? What would you like them to share with your students? Who will introduce them/provide background information? Will their visit be accompanied by any other activities? It is always nice to have something to present to any dignitary coming to your school, such as a thank you signed by all the students.



Schedule

What day would you like to have a dignitary visit? Remember, you may have to be flexible with your date to accommodate their schedule. Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Reach out to local dignitaries to invite them to your school. Include why you are celebrating NSCW and what their visit would mean to your students.



Finalize

Be prepared: confirm with the dignitary that they are able to attend. Have an alternative plan in place in case they have to cancel at the last minute. Remember, it is never their intention to cancel, but sometimes things come up that they cannot get out of.



Photos and Fun

This is a great opportunity for students to meet an influential leader in their community, possibly for the first time. Enjoy the experience and capture the moment with photos.

Checklist

- ☐ Take planning notes
- ☐ Invite dignitaries to your school
- ☐ Schedule a visit
- ☐ Apply for your free deluxe event planner kit
- ☐ Reserve space
- ☐ Reserve the date(s)
- ☐ Decide everyone who will speak
- ☐ Create a run of show
- ☐ Rehearse speeches
- ☐ Send a reminder
- ☐ Create a thank you if wanted
- ☐ Set up any space needed
- ☐ Set up and test AV
- ☐ Host a presentation
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

T-Shirt/tote decoration

Have students bring in and decorate t-shirts/totes.



Plan

What supplies will you need to decorate the shirts/totes? Be prepared for a mess, depending on materials. Will these be designed in individual classrooms or in a shared space for the school to come together and do it all at once? Is there a theme/prompt for the designs? Collect extra shirts/totes for any student who may not be able to bring one of their own.



Schedule

What day would you like to have students decorate t-shirts/totes? Set a follow-up date on which the students can wear their finished product. Get these dates on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to teachers inviting them to participate in t-shirt/tote decorating with their students. Send a separate email/letter home to families, sharing the information about the t-shirt/tote decorating and stating that their child needs to bring a shirt/tote from home. Also include a list of items needed, including extra t-shirt/tote donations, in case any families can help out.



Finalize

Do you have enough t-shirts/totes and supplies for everyone participating? Are there any last-minute details that were left out? Send a reminder the day before to the teachers to be ready for their students to decorate t-shirts/totes.



Photos and Fun

What is more fun than decorating your very own t-shirt/tote? Help students embrace their creative side as they experiment with different design concepts. Take photos during the process and of the final products.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Request t-shirt/tote donations
- ☐ Collect decorating supplies
- ☐ Send a reminder
- ☐ Distribute materials
- ☐ Set up tables with decorating supplies
- ☐ Decorate t-shirts/totes
- ☐ Set up a drying space
- ☐ Take photos and share online using #SchoolChoiceWeek

Paint a mural

Have students and teachers paint a school wall or mural.



Plan

Where would you like the mural painted? What design supports your mission? Will you be having a design contest to come up with the design or have staff create it? What paint colors will you need? What other supplies do you need—trays, brushes, rollers, aprons, pencils, stencils, aprons, etc.? Who will be involved in the actual painting?



Schedule

What day(s) would you like to paint a mural? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all families and staff announcing the mural. Make sure to send an email to anyone involved in the painting with details as to when they will be painting and about recommended attire.



Finalize

Do you have all the supplies you need for the mural? Are there any items you forgot? Do you have a painting schedule in place? Look over your initial planning notes and see whether there is anything you are missing.



Photos and Fun

Painting a mural is an experience that students never forget and will talk about for years to come. Be sure to get photos of them in action and of the final mural.

Checklist

- ☐ Take planning notes
- ☐ Create a painting schedule
- ☐ Set a date(s)
- ☐ Apply for your free deluxe event planner kit
- ☐ Create/select a design
- ☐ Send an invitation
- ☐ Create a list of supplies
- ☐ Request paint/supply donations
- ☐ Purchase additional supplies needed
- ☐ Send a reminder
- ☐ Set up tables with painting supplies
- ☐ Have students paint the mural
- ☐ Mark off the space for drying
- ☐ Take photos and share online using #SchoolChoiceWeek

Arts & crafts night

Hold an arts & crafts night. For a green event, have students and parents use recycled materials as art supplies and learn about the importance of conservation. Check out our coloring pages and creative decorations in our [Activity Center](#).



Plan

Where will you hold the arts & crafts night? This can be one large space, or you can split different types of crafts between different classrooms so that each one has a design element: bracelet making, painting, clay, origami, etc. Is there a theme—School Spirit, Go Green, College Bound, etc.? What type of supplies do you need? Will you need additional tables/chairs/trash cans?



Schedule

What day would you like to hold an arts & crafts night? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite all your families to join you for an arts & crafts night. If you need donations of crafting items, families can be a great resource, and you can include your request with the invitation.



Finalize

Have you collected enough supplies? Make a list of anything left that you need and designate someone who can do a run to the store. Send a message to families to remind them to join you.



Photos and Fun

Some amazing art is about to be created. Be sure to capture all the fun and magnificent designs!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Create a budget
- ☐ Select/reserve a space
- ☐ Send an invitation
- ☐ Make a list of crafts needed
- ☐ Send a request for donations
- ☐ Purchase items still needed
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Set out all crafting supplies
- ☐ Create arts & crafts
- ☐ Take photos and share online using #SchoolChoiceWeek

Game night

Host a family game night!



Plan

What games would you like to play? Where will you get these games? (It is likely your staff/families have every game you could possibly think of.) Will there be a theme (character, pajama, etc.)? If you are playing any digital games, what type of AV equipment do you need? What room(s) will you play the games in? Do you need extra tables/chairs? Will there be snacks and/or beverages available?



Schedule

What day would you like to host a game night? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to all families, asking them to join you for game night. If there are additional supplies you need, include them in this email.



Finalize

Do you have all the games you want to play? Do you need food/beverages? If details are left out, now is the time to finalize them. Send out a reminder email 48 hours in advance to remind families to join you for game night.



Photos and Fun

The games are out, and the fun is about to begin. Make sure to take photos of all the excitement!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Send an invitation
- ☐ Make a list of games and supplies needed
- ☐ Reach out to teachers/families to request games and snacks
- ☐ Purchase items still needed
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Set out food/beverages if needed
- ☐ Host game night
- ☐ Take photos and share online using #SchoolChoiceWeek

Muffins with mom / donuts with dad

Invite moms to a “muffins with mom” and dads to a “donuts with dad” appreciation breakfast.



Plan

Do you want to host the breakfast before school starts or after the first bell? Where do you want to host the breakfast? If before school, the library can be a good place; otherwise, the cafeteria is a great option. How many people are you anticipating? Where will you buy the breakfast items? A lot of supermarkets and major donut chains will offer discounts to schools to help them purchase items, or you might consider partnering with your PTA. Do you have plates, cups, napkins, cutlery, tablecloths, etc.? How many tables/chairs do you need? What will the gathering look like—music, speeches, etc.?



Schedule

What day/time would you like to hold muffins with mom / donuts with dad? Get this on the books as early as possible and inform all key players to avoid schedule conflicts. Reserve a space if needed.



Invite

Send an invitation to all families inviting them to participate in the festivities.



Finalize

Were you able to receive donations or do you still need to purchase many items? Have someone available for a grocery run the night before/morning of the event.



Photos and Fun

Moms and dads don't often get to come together with each other to just enjoy a morning at the school where they are appreciated. Having this event will build a great community, so be sure to capture these amazing moments.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Send an invitation
- ☐ Make a grocery list—muffins, donuts, coffee, juice, cutlery, tablecloths, etc.
- ☐ Reach out to local stores to request donations
- ☐ Purchase items on grocery list
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up tables and chairs
- ☐ Set out food/beverages
- ☐ Host the event
- ☐ Take photos and share online using #SchoolChoiceWeek

Spaghetti dinner

Invite your families to join you for a spaghetti dinner.



Plan

Where will you hold the dinner? (If you choose an outdoor space, have an indoor space as a backup due to weather.) Do you need to consider vegan/gluten free? How much food do you need to purchase, or will you ask for donations? How will you prepare the spaghetti, or will you order catering? How many tables and chairs do you need? Are there other supplies you need, such as linens, utensils, serving trays, plates, cups, etc.? Do you need AV to welcome everyone?



Schedule

What day would you like to host a spaghetti dinner? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to families to invite them to join you for a spaghetti dinner. Be sure to include all the details, such as when and where. If you have items you need for a successful event, you can include a sign-up list with the invitation.



Finalize

Is there anything missing from your list? Do you have someone who is able to do a grocery run? If making your own, how will the food be cooked? Figure out how many tables and chairs you will need to accommodate all the food and attendees.



Photos and Fun

Enjoy a great evening together, sharing a meal. Engage your families in conversation and capture the moment with photos.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Send an invitation
- ☐ Make a grocery/catering list
- ☐ Reach out to local stores to request donations if needed
- ☐ Purchase items on list
- ☐ Send a reminder
- ☐ Order/cook food
- ☐ Clean the event space
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Set out food/beverages
- ☐ Enjoy dinner together
- ☐ Take photos and share online using #SchoolChoiceWeek

Community potluck

Invite your families to join you for a community potluck. Recommend that families bring their favorite dish or something that reflects their culture.



Plan

Where will you hold the potluck? A cafeteria or gymnasium are good choices. How many tables/chairs do you need? Make a checklist of items you need: tablecloths, serving utensils, plates, cups, etc. Consider making signs for dietary restrictions: vegetarian, vegan, gluten free, contains nuts. Do you need an AV system (microphone, speakers) to address the community? Who will be speaking? Do you want a sign-up list to avoid duplicate dishes?



Schedule

What day would you like to hold the potluck? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to the community, inviting them to join you for a potluck dinner. Request that they bring a dish to share. Include a sign-up list if needed.



Finalize

Review the sign-up list and determine whether there are any additional items needed that no one has indicated they are bringing. Take this list to the store to purchase the items. Figure out exactly how many tables and chairs will need to be set up to accommodate the food and attendees. Consider all the final details, and make any last-minute changes needed. Be sure to send out a reminder email to all families.



Photos and Fun

Potlucks are a great way to gather a community to enjoy dinner together. Encourage people to share their stories with one another. Don't forget photos!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Make a list of items needed
- ☐ Create sign-up list
- ☐ Send an invitation
- ☐ Make a list of items still needed and purchase them
- ☐ Create dietary restriction signs
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Set out food/beverages
- ☐ Enjoy a meal together
- ☐ Take photos and share online using #SchoolChoiceWeek

Awards ceremony

Host a student and staff awards ceremony.



Plan

Where will the ceremony be held? What awards would you like to give out? As NSCW is in January, this could be a great time to honor all your first semester successes. Staff work hard all year long; think of fun, creative awards that show the difference they are making. Will everyone sit on the floor, or are chairs/bleachers needed? Do you need an AV system set up (projection, microphone, speakers, etc.)?



Schedule

What day would you like to host the awards ceremony? Get this scheduled as early as possible and inform all key players to avoid schedule conflicts. Be sure to reserve the space.



Invite

Invite teachers to bring their classes to attend the awards ceremony. Email families inviting them to come celebrate their students' successes.



Finalize

Have all the awardees been determined and awards printed? Are there any speeches or videos that will be played? Double check all your details. Send out a reminder email to teachers and families.



Photos and Fun

It is great to recognize accomplishments among your students and staff. Take photos to display all the success from the first semester!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Create a run of show
- ☐ Send an invitation
- ☐ Identify award categories and who qualifies for an award
- ☐ Print/order awards
- ☐ Create/order décor
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up and test AV
- ☐ Set up tables and chairs
- ☐ Put up décor
- ☐ Present the awards
- ☐ Take photos and share online using #SchoolChoiceWeek

Family awards night

Hold an awards night to recognize all the hard work by families in your school.



Plan

Where will you hold the awards? What awards will be given? Do you need to order these awards, or will you print them yourself? If you are printing them yourself, make sure you have nice cardstock or résumé paper to print them on. How will candidates be nominated and decided on? Do you have any décor you need? How many tables and chairs will you need? Will there be snacks and/or beverages? If so, be sure to have plates, napkins, etc.



Schedule

What day would you like to hold the family awards night? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite everyone to join you for a family awards night to share your appreciation for all their hard work and dedication to your school.



Finalize

Have all the awardees been determined and the awards printed? Are any speeches or videos going to be played? Double check all your details. Send out a reminder email 48 hours in advance, reminding families to join.



Photos and Fun

Families are often under-recognized for all they do to make your school great and provide their children with an amazing education. This is a perfect opportunity to recognize families that make a difference for your school. Make sure to get photos of everyone with their awards!

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Create a run of show
- ☐ Send an invitation
- ☐ Come up with award categories
- ☐ Select nominees
- ☐ Determine winners
- ☐ Print/order awards
- ☐ Create/order décor
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up and test AV
- ☐ Set up tables and chairs
- ☐ Put up décor
- ☐ Host the awards ceremony
- ☐ Take photos and share online using #SchoolChoiceWeek

Share in the community

Students, families, and teachers can wear their yellow scarves, attend a local city council, school board, or county commission meeting, and speak briefly about what school choice means to them.



Plan

What local meetings are happening in the community during NSCW? What do you need to do to get on the agenda to speak? Choose whom you want to speak out to represent your school. Most meetings restrict the amount of time an individual can speak, so keep your speech concise.



Schedule

What date is the meeting you would like to attend to share your stories with the community? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite your families to attend to support school choice. If you would like people to sign up to share their stories, include that in this invitation. Make sure to note that not everyone will have the opportunity to share their story at the meeting due to restrictions.



Finalize

Confirm that the meeting is still set to happen, and nothing has been postponed. Make sure your selected speakers are ready to go, with their speeches rehearsed. If there are any changes or details you left out, now is the time to finalize them.



Photos and Fun

It's time to show your support and make your voices heard. Rally together to show others what your school means to you. Although photos may not be allowed in the meeting, be sure to get a great group photo of all your families in their scarves.

Checklist

- ☐ Take planning notes
- ☐ Establish where you will share
- ☐ Get on the agenda
- ☐ Reserve that date
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Decide who is going to speak
- ☐ Rehearse speeches
- ☐ Send a reminder
- ☐ Attend the meeting
- ☐ Share your story
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Interviews

Conduct interviews on local radio and television shows to promote your school.



Plan

Make a list of all your local media. Who would be best as the face of these interviews—families, teachers, students, administration? What is the story that you want to tell? What would make other families want to be a part of your school? This is your time to shine.



Schedule

What days would you be available to conduct interviews? Be sure to be flexible with radio/TV schedules, as sometimes they have only one slot they can fit you into. Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Reach out to local radio and television shows, inviting them to share your story. Let them know what makes your school stand out and why you are a great choice for other neighborhood children.



Finalize

Confirm the interview(s) that you have scheduled. Do you have any information you can send the interviewer in advance? This helps them prepare. Rehearse your speech and put any final touches on it.



Photos and Fun

It is time to share your story with the community. Embrace the opportunity you have. If you can take photos outside or in the studio, you can use these to promote the segment. Share out so everyone can tune in.

Checklist

- ☐ Take planning notes
- ☐ Reach out to local media
- ☐ Schedule interviews
- ☐ Reserve the date(s)
- ☐ Apply for your free deluxe event planner kit
- ☐ Decide who is going to speak
- ☐ Send an invitation
- ☐ Rehearse speeches
- ☐ Send a reminder
- ☐ Invite people to tune in
- ☐ Attend the interview(s)
- ☐ Share your story
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

3

Want to go all out?

Do you have a team ready to take on a challenge to plan the best National School Choice Week event possible?

**Check out the all-out event ideas
on the following pages for inspiration.**



Open house

Hold an open house to promote your school to prospective students and their families.



Plan

What are specific items you want to showcase in your school? How will you spread the word? What is the goal of the open house, and how will you track it? What day and time would be best for the open house? How many people are you expecting? Do you have information/swag to provide to families? Will you invite outside vendors and/or have food and beverage offerings?



Schedule

What day would you like to invite families out for an open house? Get this date on the calendar as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation out to the entire community to welcome them to come visit your school. Reach out to local media, blogs, social media, community centers, sports teams, etc. to see whether they can share your event flyer.



Finalize

Review your initial planning list. Are there any details that need to be altered or finalized? Make sure you are really showcasing what makes your school special.



Photos and Fun

Capture photos of the families exploring your school and learning what makes you a great choice.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space(s)
- ☐ Determine who will speak/tour
- ☐ Create an RSVP if needed
- ☐ Secure food/beverages and invite outside vendors if wanted
- ☐ Select areas to showcase
- ☐ Gather/create collateral
- ☐ Send an invitation
- ☐ Promote your event—flyers, social media, partners, etc.
- ☐ Send a reminder
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Conduct the open house
- ☐ Take photos and share online using #SchoolChoiceWeek

Talent show

Plan a talent show for students and staff to show off their skills.



Plan

Where will the talent show be held? Do you want the talent show during the school day or in the evening? When will you announce the talent show? Be sure to announce with enough time for students and staff to prepare their acts. When will you hold auditions? Will students be able to book a space before or after school where they can rehearse on specific dates? What type of equipment is needed for their performances—lighting, microphones, speakers, instruments, etc.? Do you have someone to run the AV?



Schedule

What days would you like to hold auditions, rehearsals, and the show? Get these dates on the books as early as possible and inform all key players to avoid schedule conflicts. Reserve the space.



Invite

Invite students to audition to be a part of the talent show. Invite the community to attend the talent show to cheer on the performances.



Finalize

Are all the acts ready to go? Do you have all the equipment you need for successful performances? Do you need to get and test music from performers? Should you have a final run through? Think of all the details that may be left out.



Photos and Fun

Students are ready to perform their hearts out and show all their passion and talent. Cheer them on and support the things they love. Take photos and videos to commemorate the amazing things your students and staff can do!

Checklist

- ☐ Take planning notes
- ☐ Set a date for the performance
- ☐ Apply for your free deluxe event planner kit
- ☐ Reserve space
- ☐ Announce the talent show and audition dates
- ☐ Create a run of show
- ☐ Invite parents to come watch
- ☐ Hold rehearsals
- ☐ Send a reminder to performers and attendees
- ☐ Clean the performance space
- ☐ Set up chairs if needed
- ☐ Set up AV / test the music
- ☐ Do a practice run
- ☐ Make sure everyone has scarves
- ☐ Conduct the talent show
- ☐ Take photos/videos and share online using #SchoolChoiceWeek



Field trip

Schedule a local field trip and have students wear their NSCW scarves.



Plan

Select a place to go to on a field trip. Is it within walking distance, or do you need a bus? How much does it cost per student to attend? How many chaperones will you need? Will they need meals/money during the field trip? What student medications need to come on the trip, and does any need to be kept cold? Be sure to consider all field trip guidelines in place.



Schedule

What day would you like to go on the field trip? Get this scheduled with the venue as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send a letter and email to families that outlines the details of the field trip and how it ties into the students' studies. Include a permission slip and instructions on how to pay if needed. If chaperones are needed, include a sign-up form for families.



Finalize

Confirm all of the details with the venue 48 hours in advance. Ensure you have an accurate count of students. If lunches are needed, provide this count to the cafeteria with enough advance notice. Have all medications prepared. Send a reminder email to all families detailing any items students need to bring with them or any special attire requirements..



Photos and Fun

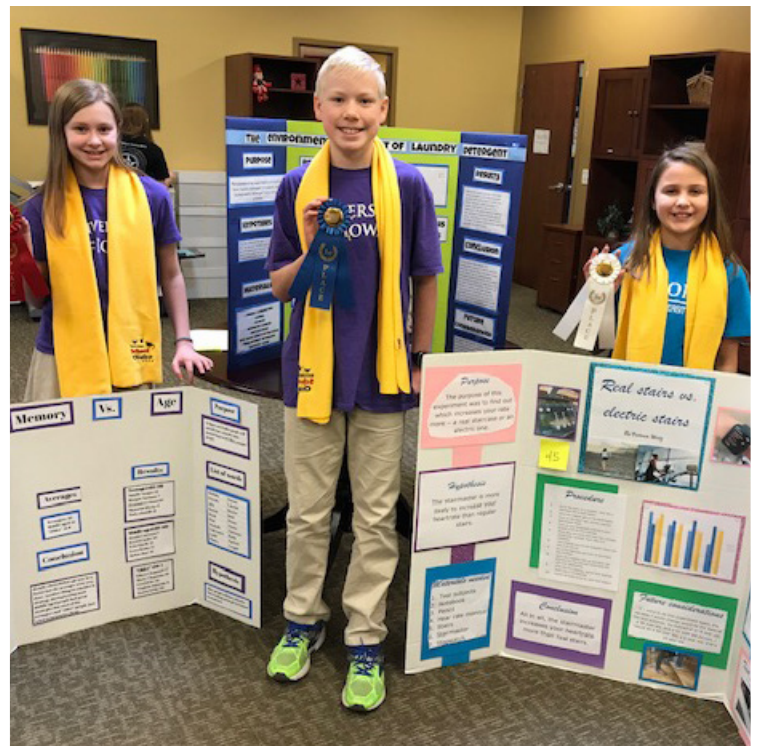
Students are about to go on a new, exciting adventure. Enjoy this fun learning experience and be sure to take a lot of great photos!

Checklist

- ☐ Take planning notes
- ☐ Select a field trip location
- ☐ Set the date
- ☐ Apply for your free deluxe event planner kit
- ☐ Create a budget
- ☐ Send an invitation and permission slip
- ☐ Confirm chaperones
- ☐ Schedule transportation
- ☐ Send a reminder
- ☐ Create a schedule for the day
- ☐ Get lunches/ meds prepared
- ☐ Confirm permission slips and money
- ☐ Pay the venue/ transportation
- ☐ Get students on the bus
- ☐ Enjoy the facilities
- ☐ Take photos/videos and share online using #SchoolChoiceWeek
- ☐ Return students to school

Science fair

Plan a science fair to showcase student talents.



Plan

Will the science fair be open to all students or only specific grades? Is there a specific science theme that you would like to focus on? How long will they have to work on their projects? Where will you hold the science fair? How many tables are needed? Who will judge the fair? Will there be an awards ceremony, and will parents be invited? What will the prize(s) be? Create a packet to send home with students that outlines all the details.



Schedule

What day would you like to hold the science fair? When will you introduce the science fair to students? When are their projects due? Get these dates on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite teachers to come together to create a rubric and guidelines. Have teachers invite students to participate in the science fair, providing them with the packet of information. If there will be a viewing or ceremony, invite families to join.



Finalize

Do you have enough tables to display the submissions? Are there any details left to finalize? Confirm with judges that they are still available. Send a reminder to students the day before projects need to be turned in.



Photos and Fun

This is a great time to allow students to show off their hard work and learn from the amazing projects of their peers. Take photos of all the amazing submissions and student viewings.

Checklist

- ☐ Take planning notes
- ☐ Apply for your free deluxe event planner kit
- ☐ Establish the rules and create a packet for students
- ☐ Find judges
- ☐ Reserve space
- ☐ Set a submission deadline
- ☐ Set a date for judging
- ☐ Send an invitation
- ☐ Order prize ribbons
- ☐ Send a reminder
- ☐ Set up tables in the space for project display
- ☐ Collect and display submissions
- ☐ Judge the submissions
- ☐ Announce winner
- ☐ Take photos and share online using #SchoolChoiceWeek

Fair/carnival

Host a school fair or carnival and invite the community.



Plan

What space will you use? (If you choose an outdoor space, have a backup indoors in case of weather.) What games do you want available? Do you know anyone who can paint faces or make balloon animals? Do you have students who would like to perform (musicians, dancers, cheer, etc.)? Will there be food and drink available for free or purchase? How many chairs and tables do you need? Do you need permits/event insurance? Establish a budget.



Schedule

What day would you like to host a fair/carnival? Get this scheduled as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation out to the community, asking them to join the festivities. Post flyers at community centers. Invite media and stakeholders.



Finalize

Be sure to reconfirm all the details. Are all the vendors and rentals confirmed? Are permits/event insurance in place? Do any items from your list still need to be purchased? Send out a reminder to exhibitors, performers, and attendees.



Photos and Fun

Whether you are holding a school fair or a carnival, this will be a great event to bring the community together and share why school choice makes a difference. Take many photos and have a great time!

Checklist

- ☐ Take planning notes
- ☐ Set a date for the fair/carnival
- ☐ Apply for your free deluxe event planner kit
- ☐ Reserve space
- ☐ Establish a budget
- ☐ Make a list of booths, games, performances, etc.
- ☐ Create a run of show
- ☐ Create a layout for the room
- ☐ Send an invitation
- ☐ Purchase/rent all items needed from the list
- ☐ Contract vendors if needed
- ☐ Secure event insurance
- ☐ Send a reminder
- ☐ Clean the reserved space
- ☐ Set up tables and chairs
- ☐ Set up and test AV
- ☐ Host the fair/carnival
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Community service

Have students design and complete a community service project.



Plan

How will you decide on a specific project—will the admin choose, teachers choose, have a contest, etc.? Once a project is determined, have students design how that project will be completed. Do you need to partner with a local organization? Is the project within walking distance, or will you need a bus? How many hours will it take to complete? Do you need any items/tools to complete the project? Do you need permission slips?



Schedule

What day would you like to complete the community service project? Get this on the books as early as possible and inform key players to avoid schedule conflicts. If the project involves partnering with another organization, reach out early.



Invite

Send an email to all families informing them of the community service project and the impact that it will have, including permission slips if needed.



Finalize

Do you have everything you need to successfully complete the project? If not, now is the time to gather all last-minute items. Prepare your students for the impact that they are about to be making and why it is important.



Photos and Fun

Your school has come together to make a positive change in the world. Celebrate and embrace all the good that you are doing each and every day. Take photos to document the day.

Checklist

- ☐ Take planning notes
- ☐ Select a project
- ☐ Create a budget
- ☐ Set the date(s)
- ☐ Apply for your free deluxe event planner kit
- ☐ Send an invitation
- ☐ Make a supply list
- ☐ Purchase or get supplies donated
- ☐ Schedule transportation if needed
- ☐ Send a reminder
- ☐ Check that you have permission slips back from everyone involved
- ☐ Prepare needed supplies
- ☐ Complete community project
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Community garden

Plant a community garden during National School Choice Week.



Plan

Where will the garden be placed? What will be grown in the garden? What tools do you need to create the garden? How will you get all the items needed to create a successful garden? What is the budget? Who will oversee the garden (both building and continuing to care for it)? What will be done with the items grown? Will all classes/ages participate? Should each group be provided a different task? How many days will it take to complete the project?



Schedule

What day(s) would you like to plant the garden? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an invitation to all families asking them to help make the dream a reality. Include a sign-up for items needed for the garden and ask whether anyone can donate or allow you to borrow tools.



Finalize

Inventory all items received through donations and note what items are still needed to create the garden. Purchase any additional items needed.



Photos and Fun

Your garden is about to go from a concept to a reality. This is a fun educational opportunity in which children get a chance to try something new and learn about sustainable food. Take photos to document all the progress.

Checklist

- ☐ Take planning notes
- ☐ Choose a supervisor
- ☐ Create a timeline
- ☐ Apply for your free deluxe event planner kit
- ☐ Create a budget
- ☐ Select a space for the garden
- ☐ Send an invitation
- ☐ Make a supply list
- ☐ Create a sign-up
- ☐ Collect supplies through donations
- ☐ Shop for remaining supplies
- ☐ Send a reminder
- ☐ Create a task list
- ☐ Prep the space
- ☐ Lay out the supplies
- ☐ Plant the garden
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Art gallery

Schedule an art gallery where student art can be displayed and families can come to view the exhibit.



Plan

Where will you display the art? How will you display the art (tacks, tables, easels, etc.)? Will this art be created in class or at home? Should all pieces of art follow a specific theme? Are all mediums of art welcome? Do you want to provide snacks and beverages? If so, don't forget the plates, napkins, etc.



Schedule

What day(s) would you like to create the art? When does the artwork need to be submitted? When will the art show be on display? Get this on the books as early as possible and inform all key players to avoid schedule conflicts.



Invite

Invite students to submit artwork to be a part of the gallery. Be sure to include any guidelines for their art. Invite families to come out to view the art gallery. This is a great opportunity to invite stakeholders/media to come visit your school.



Finalize

Are all the submissions turned in? Send a reminder to anyone putting their finishing touches on their artwork. Make sure you have a count of display tables/easels needed.



Photos and Fun

There is a lot of talent in your school, and this is the perfect opportunity to show it off. Allow students to share with attendees the passion behind their artwork. Take photos of students displaying their art to others.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Select/reserve a space
- ☐ Create an RSVP if needed
- ☐ Send an invitation
- ☐ Make a list of supplies needed
- ☐ Purchase items on the list
- ☐ Send a reminder
- ☐ Clean the event space
- ☐ Set up AV if needed
- ☐ Set up tables and chairs
- ☐ Set out food/beverages if needed
- ☐ Display all the artwork
- ☐ Take photos and share online using #SchoolChoiceWeek

School history

Develop a play about your school's history. This can also be adapted to be a special class or video.



Plan

Who will lead the play? Be sure to script out all the major events since your school's inauguration that you would like highlighted in the performance. Who will your audience be: students, families, community? Where will you hold the performance? What type of AV do you need, and who will run it?



Schedule

What day would you like the school history auditions to be? When will you hold rehearsals? When will the performance be? Get these dates scheduled as early as possible and inform all key players to avoid schedule conflicts.



Invite

Send an email to all families to invite students to audition. If the performance will be open to the public, send a second email to invite families and the community to come see the show. If this is a performance just for classmates, send an email to teachers, inviting them to bring their classes to see the show.



Finalize

Double check all your details to make sure you are ready to go. Run one more rehearsal to ensure that everyone is prepared. During this test run, be sure all the AV is properly set up and running.



Photos and Fun

This is an amazing opportunity to share your school's history with your students, family, and the community. Capture the moment with photos and videos.

Checklist

- ☐ Take planning notes
- ☐ Set a date for the performance
- ☐ Apply for your free deluxe event planner kit
- ☐ Write the script
- ☐ Schedule auditions
- ☐ Reserve space
- ☐ Send an invitation
- ☐ Hold rehearsals
- ☐ Send a reminder
- ☐ Clean the performance space
- ☐ Set up chairs if needed
- ☐ Set up and test AV
- ☐ Do a practice run
- ☐ Make sure all performers have their scarves
- ☐ Host the performance
- ☐ Take photos/videos and share online using #SchoolChoiceWeek

Poetry night

Plan a coffeehouse night with student poetry.



Plan

Where will you hold the poetry night? If it is being held outside your campus, think of connections you may have to a local coffee shop or library. Will it be held as an open mic, or will students submit poetry to be chosen in advance? How many people are you expecting? Will you have food and beverages provided or for sale?



Schedule

What day would you like to hold the poetry night? Get this scheduled as early as possible and inform all key players to avoid schedule conflicts. If working with an outside venue, sooner is always better.



Invite

Send an invitation to all families, the local community, stakeholders, and any media you would like to invite.



Finalize

Are there any last-minute details that you left out? If using an outside venue, reconfirm the space with them. If you need food and beverages, make sure you get all the supplies needed. If students are preselected, confirm with them that they have their poetry and are confident and ready to perform.



Photos and Fun

Students are ready to share their poetry and shine in the spotlight. Cheer them on as you showcase the amazing talent in your school. Don't forget to take photos and videos to share.

Checklist

- ☐ Take planning notes
- ☐ Set a date
- ☐ Apply for your free deluxe event planner kit
- ☐ Make a budget
- ☐ Reserve space
- ☐ Create a run of show
- ☐ Send an invitation
- ☐ Create a sign-up for students to participate
- ☐ Confirm space; pay venue
- ☐ Follow-up with stakeholders/media
- ☐ Order food and beverages if needed
- ☐ Clean the performance space
- ☐ Set up chairs if needed
- ☐ Set up and test AV
- ☐ Make sure all performers are ready and have their scarves
- ☐ Host the poetry night
- ☐ Take photos and share online using #SchoolChoiceWeek



We can't wait to see photos and videos from your **National School Choice Week** event!

**As you share about the week online, we encourage you to tag us and use
#SchoolChoiceWeek:**

@schoolchoicewk



Receive text alerts straight to your phone during NSCW! To sign up, text 'NSCW' to 844-533-9585

@schoolchoiceweek



You'll receive a few fun text messages sharing details about the week.

@schoolchoiceweek



@schoolchoiceweek



If you have any questions, need assistance, or have event photos to email, please contact:

School Choice Week



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