





IN-SCHOOL ACTIVITIES

THERE ARE COUNTLESS WAYS TO CELEBRATE SCHOOL CHOICE AND YOUR LOVE OF LEARNING! CHECK OUT SOME OF THE MOST POPULAR AND CREATIVE WAYS TO CELEBRATE IN SCHOOL.

NSCW Activities

Have students complete fun NSCW-themed activities. They can write thank-you notes to their teachers or enjoy our free and engaging NSCW printable activities. Apply for our free Activity Packet to receive a fun activity booklet, or request our All-Star Kit to get 50 celebration placards.

Spirit Week

Host a Spirit Week where students and teachers wear differently themed attire each day. Dedicate one day as Yellow Day to show support for school choice. Consider trying new and unique themes you haven't done before. Some of our favorites include: Decades Day, Tourist Day, and Dress Like Your Teacher Day.

Morning

Announcements

Voice announcements are a great way to remind and energize listeners about school choice awareness, upcoming NSCW celebrations, and to spotlight special individuals. These can include pre-recorded phone calls to guardians and intercom messages to classrooms. If your school already uses a communication app or platform, that can be a great addition to your voice announcements.

Social Media Campaign

Post information, photos, and testimonials about your school on social media each day during National School Choice Week. Have students and staff create brief videos (recorded vertically on a smartphone works best!) explaining why they love your school. Share the videos on your social media channels, and decorate your school hallway with NSCW posters. Encourage



students and teachers to pose for photos wearing their NSCW scarves. Don't forget to tag us and include #schoolchoiceweek.

Decorate the School

Have students decorate the entire school to celebrate National School Choice Week. Get creative with handprint banners, posters, balloons, and paper chains. Use our activity pages to help create a colorful and collaborative mural.



Picnic on the Playground

Have students enjoy their lunch outside with a picnic on the playground.

Contests

Hold a contest for National School Choice Week. You can announce the winners during the week or at the end. Some of our favorite ideas include door-decorating contests and poster design competitions. You could also launch a contest to design the school's yearbook cover or even a new school flag.

Perform the NSCW Dance

Each January, students celebrate school choice by performing the official School Choice Week dance. Record a video of your dance or host a virtual dance party, and share it online using #schoolchoiceweek.

Assembly or Pep Rally

Host a school assembly or pep rally to boost school spirit. Invite a local dignitary—such as the mayor or a county leader—to visit and speak during National School Choice Week. This is also a great opportunity to present awards to students and staff in recognition of their hard work, acts of kindness, and other achievements.

Donuts with Grownups

Have students invite someone special in their lives to a "Donuts with Grownups" event to show their appreciation.



Faculty vs. Student Game

Host a friendly competition between students and staff to build school spirit. Make signs, cheer each other on, and have some fun. Great game ideas include basketball, volleyball, or a classic tug-of-war.

Scavenger Hunt

Have students participate in a scavenger hunt on school grounds. Teachers and parents can work together to hide items or create a nature-themed hunt for some fun and educational outdoor time.

Field Trip

Plan a local field trip and have students wear their NSCW scarves to show their school spirit. Visit places like the state capitol, museums, monuments, zoos, aquariums, or science centers. You can also take a fun and free trip to the local library or park for an educational adventure.

Random Acts of Kindness

Encourage your school to focus on acts of kindness by creating fun reminders, such as printed or handmade posters that highlight different kind actions. Post "tear-and-take" flyers in hallways or restrooms with simple suggestions for kind deeds.

The more creative the act, the more fun it will be.



AFTER SCHOOL / COMMUNITY EVENTS

CELEBRATE YOUR LOVE FOR SCHOOL CHOICE WITH THE WHOLE COMMUNITY. INVITE FAMILIES AND NEIGHBORS TO AFTER-SCHOOL OR COMMUNITY EVENTS THAT SHOWCASE HOW AWESOME AND CREATIVE YOUR SCHOOL TRULY IS.

Open House & School Tours

Host an open house and offer school tours throughout National School Choice Week to promote your school to prospective students and their families.

Themed Night

Host an arts & crafts, game, karaoke, or movie night to bring your school community together. Some of our favorite craft activities include painting rocks, making bracelets, and decorating t-shirts or tote bags. For movie night, let students vote on the film, and for game night, encourage families to bring their favorite games to share for even more fun.

School Skills

Host a talent show, science fair, or spelling bee to give students the opportunity to showcase their special talents and knowledge.

Parade or Fun Run

Host a parade or fun run to celebrate school choice. Invite families to watch, cheer, and show their school spirit. Get students involved along with activity groups like the band, dance team, or cheer squad to make it a lively and memorable event.

Night at the School

Invite students and families to your school for a school spirit themed overnight event (an in-school campout). Enjoy a full evening of fun and activities as you celebrate your school from sundown to sunup.

Field Day

Host a school field day for students, families, and staff! Include fun activities, games, and challenges. You can also organize a themed "-athon" or a relay race for students and teachers. Events can be held outdoors or in the gym, depending on weather and preference.





Host a Dance

Host a school dance for students to celebrate National School Choice Week. Choose a fun theme to set the mood—some favorites include Red & Yellow, Glow Party, Under the Sea, Disco Fever, and Disney.

School Fair

Host a school fair to showcase your school and partner schools to prospective students and their families.

Something From the Kitchen

Exchange baked goods, recipes, and starter kits to show appreciation for parents and school visitors during the week. Add extra creativity with a fun theme and festive decorations.

Attend a nearby NSCW Flagship Event or Illuminations

Take a daytime field trip to one of the exciting Flagship National School Choice Week celebrations happening near your community. Families can also enjoy an evening outing to see a nearby city landmark lit up in School Choice Week lights. You can find a full list of 2026 Flagship Events and NSCW Illuminations on our website: schoolchoiceweek.com.



COMMUNITY SERVICE & FUNDRAISING

COMMUNITY SERVICE IS A POWERFUL WAY TO TEACH STUDENTS THE VALUE OF GIVING BACK. HERE ARE SOME OF OUR FAVORITE IDEAS TO GET STARTED.

Collecting for Charity

Organize a school-wide donation drive to collect items like warm clothing, canned goods, or other essentials for those in need.

Community Clean Up

Partner with local environmental organizations to host neighborhood or community cleanups during the week to help keep litter off streets and out of streams. Teach students and families about recycling by organizing a collection drive for cans, bottles, and cardboard. Afterward, have students sort the items and either deliver them to a recycling center or use them to create fun upcycled arts and crafts.

Volunteer

Volunteer together as a group at local organizations such as churches, food pantries, thrift stores, fire departments, retirement homes, animal shelters, or afterschool programs. Older students can offer their time tutoring younger students

or visiting retirement homes to read with seniors, play games, do crafts, or participate in other meaningful activities.

Support our Soldiers

Create care packages and write heartfelt cards for deployed soldiers and veterans in VA hospitals. Assign each class to collect specific items, and have students make personalized cards to include in the packages. It's a meaningful way to show appreciation and support for those who have served.

Pen Pals

Have classrooms exchange letters that include kind words, drawings, or fun activities. Teachers can take photos of students reading the letters aloud to capture the moment. This activity not only supports writing and penmanship skills but also encourages students to share their unique perspectives on what their school means to them.



Free Library

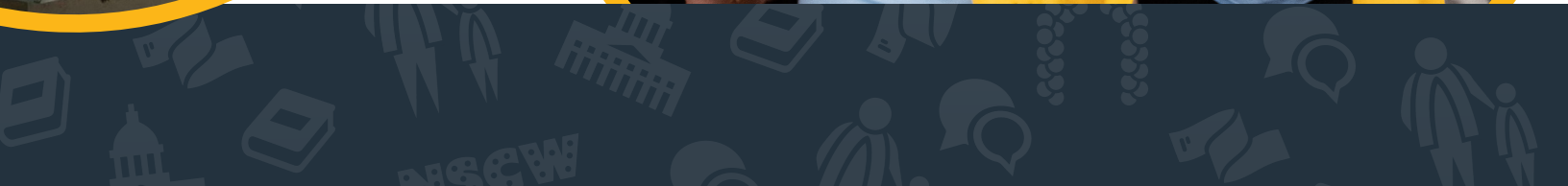
Host a book drive where students can donate a favorite book to contribute to a local Free Library—or start from scratch and build one for your school's neighborhood! Add a School Choice–inspired touch by painting it in yellow and red. Raise awareness by organizing a reading circle, book trade, or free book fair to celebrate the joy of reading and giving.

Fundraising

Involve students in choosing and organizing a school fundraiser. Invite parents, families, and community members to come out and support the chosen cause. Fun ideas include a car wash, bake sale, yard sale, lemonade stand, or even a sourdough booth.

Blood Drive

Organize a blood drive as a meaningful way for your school to give back to the community. Encourage families and local residents to participate by donating blood, and involve students in planning and volunteering to help make the event a success.



CELEBRATE WITH OWLBERT HOOT

OUR MASCOT, OWLBERT, LOVES SCHOOLS -
SO BE SURE TO INCLUDE OUR FEATHERED FRIEND!
SNAP LOTS OF FUN PHOTOS WITH HIM AND
DON'T FORGET TO TAG THEM WITH
#SCHOOLCHOICEISAHOOT.

Letters to Owlbert Competition

Host a fun competition where students write letters to Owlbert. Celebrate their creativity with a letter showcase, a read-aloud event, or even Owlbert-themed prizes. Schools can turn it into a classroom challenge—whichever class writes the most letters could win a special prize, like Owlbert plushies for every student.

Send your letters to:
Owlbert Hoot
25 Meadowbrook Drive
Milford, NH 03055

Owlbert on Tour 2026

Take photos with Owlbert in your favorite spots around town or school—like the library, gym, a local landmark, favorite shop, or nearby park. Get creative with how you highlight your state or city in the photo to show off your local pride.

Coloring Pages

Check out Owlbert's new digital coloring book—a fun, downloadable collection of all his favorite coloring pages. Coloring can be both therapeutic and enjoyable for students of all ages. Information on Owlbert's coloring pages can be found at: schoolchoiceweek.com/owlbert/

"Where's Owlbert"

Get inspired by "Where's Waldo" and "Elf on the Shelf" with a fun Owlbert hide-and-seek game. Take turns hiding Owlbert somewhere new each day for students to find—add a daily hint to help them out. Snap a photo of where he's found and share it! Owlbert especially loves cozy book nooks and high-up hiding spots.



VIRTUAL CELEBRATIONS

IT'S IMPORTANT THAT ALL FAMILIES FEEL INCLUDED AND CELEBRATED DURING NATIONAL SCHOOL CHOICE WEEK. OUR TEAM IS ALWAYS HERE TO HELP YOU ADAPT ANY EVENT TO BETTER FIT THE NEEDS OF YOUR VIRTUAL SCHOOL COMMUNITY.

Virtual Game Night

Host a virtual family game night to bring everyone together online—Jeopardy is a great option that's both fun and educational.

Virtual Field Trip

Take virtual tours of museums, aquariums, zoos, national parks, and even international landmarks! To keep students engaged, have them jot down their favorite part of the experience or answer fun questions along the way.

Virtual Book Club

During National School Choice Week, host a book discussion to bring students together around a shared story. To boost involvement, let students vote on which book they'd like to read and explore as a group.

Virtual Talent Show

Encourage students to think creatively and explore their unique talents—whether it's painting, gymnastics, cooking, or any other activity that lets them shine.

Virtual Open House

Host a virtual open house for prospective students and families. Encourage your current families to invite others who may be interested in virtual learning—it's a great way to grow your community and share what makes your school special.

Virtual Dance Party

Give students a fun dance break during the day using our official NSCW song—it's a great way to energize the class and celebrate your school.



AS YOU SHARE ABOUT THE WEEK ONLINE,
WE ENCOURAGE YOU TO TAG US AND USE
#SCHOOLCHOICEWEEK.

IF YOU HAVE ANY QUESTIONS, NEED ASSISTANCE, OR
WANT TO SHARE PHOTOS PLEASE CONTACT
ENGAGEMENT@SCHOOLCHOICEWEEK.COM.

NATIONAL SCHOOL CHOICE WEEK

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CONOCE TUS OPCIONES ESCOLARES

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