



Ideas for PENCIL Partners

PENCIL encourages creativity between the partners when selecting projects. Each partner and school has unique qualifications and interests. Use your imagination, consider your resources and develop rewarding programs. The following ideas are suggestions only.



Academic Incentives

- ▶ Have a company official send a personalized letter to students on the honor roll
- ▶ Provide certificates for honor roll, most-improved student, principal's list, etc.
- ▶ Provide small tokens for academic achievement—e.g., pencils, book bags, erasers
- ▶ Sponsor awards for excellence in areas such as writing, math, spelling or reading—e.g., essay contests, spelling bees, most books read
- ▶ Honor perfect attendance, citizenship, and/or academic achievement with luncheons, field trips, certificates, pens, tokens, or other incentives
- ▶ Use the business marquee to honor individual students
- ▶ Recognize special achievers in the company newsletter
- ▶ Provide small awards, prizes, or tokens to be used by teachers as incentives
- ▶ Sponsor a student for a national or state meeting or contest



Academic Enrichment

- ▶ Sponsor academic fairs such as science, foreign language or health
- ▶ Offer an exploratory class (especially in an area of employee expertise)
- ▶ Offer company field trips, sponsor children to attend other field trips, chaperone, or provide transportation
- ▶ Have students prepare a business "marketing campaign" that includes the creation of such marketing tools as posters, brochures and commercials
- ▶ Give students the opportunity to "shadow" employees on the job



Employee Involvement

- ▶ Volunteer to be a classroom reader, reading tutor or math tutor
- ▶ Establish a pen-pal program between personnel & students
- ▶ Coordinate a "lunch bunch" between employees & students
- ▶ Volunteer to be a mentor
- ▶ Encourage departments to adopt-a-classroom
- ▶ Have employees present a "show and tell" about a hobby, travel experience or other interests of theirs
- ▶ Attend school programs and assemblies
- ▶ Provide judges for competitive events
- ▶ Allow students to accompany an employee through the workday
- ▶ Organize partner-school athletic teams
- ▶ Help students fill out sample job applications and set up mock interviews
- ▶ Help refurbish and paint school rooms and hallways



Financial/Material Enrichment

- ▶ Sponsor children to go to summer camp
- ▶ Send students to an education-related conference
- ▶ Sponsor a summer scholarship to an area college for academically qualified students
- ▶ Donate books to the school, perhaps to honor students or teachers
- ▶ Provide scholarships to deserving students
- ▶ Beautify and maintain school grounds
- ▶ Provide a welcome sign for the school
- ▶ Donate computers or software programs to the school
- ▶ Help buy workbooks for children who cannot afford them
- ▶ Establish a "clothes closet" for needy children
- ▶ Purchase musical instruments, art supplies, or sports equipment needed by the school



Leadership Involvement

- ▶ Serve on school participatory management teams
- ▶ Consult with administration on financial management of school
- ▶ Offer incentives to parents for involvement such as attending school functions
- ▶ Provide transportation to parents/family normally unable to attend school functions
- ▶ Invite employee representatives to serve on school committees
- ▶ Sponsor community meetings
- ▶ Act as a consultant or sponsor special interest clubs such as Junior Achievement or Special Olympics



Sharing Company Resources and Professional Experience

- ▶ Give tours of your business
- ▶ Place an exhibit of your business in a central location at the school
- ▶ Set up company or other displays at school meetings and open house
- ▶ Make company videos—e.g., training films, company history, management principles, personnel training—available for school or faculty use
- ▶ Offer student internships and job placement opportunities
- ▶ Allow the use of facilities for teacher in-service training, college nights, parent/community meetings, etc.
- ▶ Donate office supplies and surplus materials no longer in use
- ▶ Share your company's training programs, stress workshops, and time management seminars



Speakers and Presentations

- ▶ Give a slide presentation of the company
- ▶ Discuss careers or hobbies familiar to employees
- ▶ Serve as a guest speaker or instructor
- ▶ Make career day presentations, provide employability skills training and job application instruction or engage students in practice interviews
- ▶ Speak to parent groups about health, safety, financial issues and other topics



Staff and Faculty Support

- ▶ Honor teacher and staff birthdays
- ▶ Honor "Teacher of the Month"
- ▶ Sponsor professional development opportunities for teachers—e.g., grants, scholarships for accredited classes, summer workshops, time management seminars
- ▶ Provide magazine or newspaper subscriptions for faculty lounge or classrooms
- ▶ Redecorate faculty lounge or donate items such as microwave oven or coffee maker (Suggestion: Donate lobby furniture you no longer need.)
- ▶ Print business cards for teachers



Miscellaneous Activities

- ▶ Help out with student publications and printing
- ▶ Build backdrops for plays
- ▶ Photograph school events
- ▶ Establish an emergency fund for needed materials
- ▶ Help coach academic or intramural athletic teams
- ▶ Sponsor health awareness activities
- ▶ Help school with fund-raising activities—e.g., carnivals or bake sales
- ▶ Consider using a student's design in promotional materials—e.g., business cards, greeting cards, logo, slogan
- ▶ Celebrate partnership anniversary
- ▶ Provide publications to students and/or parents such as school rules and policies brochure, safety tips manual, parenting skills pamphlet



Recognition of Community Partner by the School

- ▶ Designate a "Partner" bulletin board or wall to post upcoming partner events, partner newsletter and other partner-related news
- ▶ Decorate the business with posters or other art work
- ▶ Host a "Tour Our School Day"
- ▶ Send employees birthday cards, holiday cards, thank-you notes, etc.
- ▶ Arrange a dinner for employees (Enlist the help of the PTA.)
- ▶ Have students "adopt-an-employee"
- ▶ Design bulletin board for company to display information about the school
- ▶ Donate passes to employees for school programs and events, including ball games and other athletic competitions
- ▶ Organize a clean-up day on the business grounds
- ▶ Allow partner to use school facilities, perhaps the gym, playing field, cafeteria or classrooms
- ▶ Honor employees on special days
- ▶ Dedicate a page in the yearbook to the partner
- ▶ Showcase your partnership on the school's website
- ▶ Host a Partner Appreciation Day at the school
- ▶ Keep partner informed by including them on mailing lists to receive school newspapers, newsletters, bulletins, etc.
- ▶ Show regular recognition and appreciation to the partner through letters, notes, plaques, certificates and other simple gestures of gratitude
- ▶ Decorate partner's lounge area or cafeteria at holidays
- ▶ Send students to entertain at special events
- ▶ Write an article for the school newspaper on the partner's contribution to the school
- ▶ Thank partner on school marquee and other signs as well as on school's website
- ▶ Attend PENCIL's spring partnership celebration with your community partner