



100 Years of Inspiring Each

Campaign goal

Elevate the reputation of Eden Prairie Schools among students, families, staff and community by fostering an ongoing sense of pride and celebrating our progress, which will increase stakeholder engagement and improve their connections with the district and its schools.



100 Years of Inspiring Each

Campaign measures

- Maintain or improve current satisfaction levels as measured by our annual Morris Leatherman survey.
- Increase attendance at school and district events.
- Increase student retention.
- Increase staff retention.
- Raise at least \$100,000 for 100 years.
- Establish a database of at least 1000 alumni.



100 Years of Inspiring Each

Branding/activities

- Specific branding
- Banners at each school
- 100 day / 100 years lesson plans
- Give to the Max Day: \$19.24
- Launch of an annual alumni magazine
- Special acknowledgements
 - City of Eden Prairie Proclamation (Sept. 5)
 - Message from the President (Aug. 29)
- Email signature
- Time capsule
- Parent/Staff post column





Eden Prairie Community Magazine

Magazine goal

To foster lifelong connection and engagement with Eden Prairie Schools among students, families, staff, community members and alumni by deepening their feelings of pride, belonging and partnership, thereby developing a shared story and stake in the district's success.



Eden Prairie Community Magazine

Magazine objectives

- Within one year, a sense of pride and belonging will be increased among all district stakeholders
 - Morris Leatherman survey feedback
 - Reunions
 - Increased alumni engagement and belonging
 - Digital platform engagement



Eden Prairie Community Magazine

Magazine objectives

- Within six months, district will see an increase in active partnerships
 - District partner signups
 - Funding



Eden Prairie Community Magazine

Magazine strategies

- Share experiences
 - Students, staff, alumni and more
- Showcase implementation of strategic plan/priorities
- Foster trust in district (including leaders and direction)
- Highlight opportunities to engage
- Honor those making an impact
- Highlight the Inspired Journey



Eden Prairie Community Magazine

Magazine sections

- Joint School Board/Superintendent message - 1 page
- 100 Years of Inspiring Each (section on yearly theme) - 4 pages
- Alumni highlights - 2 pages
- Heartwarming stories - 2 pages
- Staff highlights - 4 pages
- Inspiring Each (students) - 10 pages
- Get involved - 4 pages
- Showcasing district excellence - 2 pages



Eden Prairie Community Magazine

Magazine specs

- 36 pages
- Weighted paper, high-quality print
 - Something people will keep on their coffee tables
- Separate but complementary online experience
 - Not just a PDF of the magazine
- Sent to all current students and families, alumni, partners, and all Eden Prairie residents

