

Appreciating Our Friends

Recognize Businesses That Stand Up for Your Schools

by Karen Strong

Q: What is the Association's new recognition program?

A: It's a great way to say thank you.

Last June, TASB kicked off its Stand Up for Texas Public Schools campaign at the Summer Leadership Institutes, previewing the website (stand-up4txpublicschools.org), distributing red wristbands, and providing training on marketing of public schools.

The special "good news" edition of this magazine last July promoted the Stand Up theme and was sent to the regular mailing list as well as doctors' and dentists' waiting rooms, public libraries, and real estate agents' offices across the state. Additionally, you may have seen some of the Stand Up for Texas Public Schools ads in places like *Texas Monthly*.

At Convention in September, we handed out more red wristbands and introduced several Stand Up t-shirts, polo shirts, and window decals. One of the most exciting parts of the Stand Up campaign, however, is the initiation of a special program to recognize businesses that stand up for Texas public schools.

Generous Support

In almost every Texas district, we see businesses and other community organizations going out of their way to support public schools and students. Whether it is a local



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The new TASB recognition program will provide a way for districts to formally acknowledge and show appreciation to

those organizations that make a difference for schools and the community. By shining a light on businesses and other organizations that make the effort to provide valuable assistance, we hope to identify good role models and encourage help from more community members.

Submitting Names

Beginning in October, district representatives can use an online form on tasb.org to submit information about businesses/organizations they want to recognize. Districts will be able to submit as many business names (and how they have helped the schools) as they choose. In return, the district will receive a recognition packet suitable for presenting to the business in appreciation for the support.

Districts may choose to present the recognition packet at a board meeting, at an end-of-school appreciation banquet, or in a special ceremony at the business. It will depend on what best suits your district and your honorees.

Statewide Recognition

In addition to the local recognition and appreciation, TASB will honor these businesses as well by publishing and posting a list of these friends who stand up for Texas public schools. We know that their support is an important part of the success of public schools throughout the state,

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and we want to express our sincere thanks for their assistance.

By standing up for public schools, they have helped students, teachers, and the community. By standing up for public schools, they have demonstrated their faith in our future and their willingness to work alongside us.

Say Thanks

So take a little time and submit the names of your area businesses and organizations that have been supporting your district.

TASB wants to help you acknowledge their contributions and encourage more to follow their example.★

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