

# Toolkit:

## 2021 COORDINATORS APPRECIATION WEEK



SEPTEMBER 20-24, 2021



**#CoordinatorsRock**



Learn more at: <https://bit.ly/CCSCAW2021>

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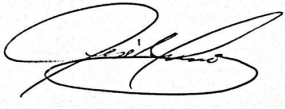
A Note from the Coalition Director

As we reach the mid-way point of the second year of this global pandemic, we are still facing the fear and uncertainty caused by Coronavirus, racial inequity and bigotry, and more economic uncertainty as policies like President Biden’s eviction moratorium expire. Yet, we’ve seen so much resilience and progress, just in one year since we last celebrated Coordinator’s Appreciation Week.

Community School Coordinators are the power transformers that electrify our Community Schools, providing a hub and sending signals throughout the community to connect us, and provide essential resources. During September 20<sup>th</sup> – 24<sup>th</sup>, the Coalition for Community Schools at the Institute for Educational Leadership ([IEL](#)) will kick-off the 5th annual Coordinators Appreciation Week (CAW) to raise awareness of the power of Community Schools and their essential hero, the Coordinator.

The Community School movement has grown across the country and internationally to include more than 5,000 schools. Community School Coordinators work diligently to create and manage the partnerships that allow students to learn and thrive, and their work is the key to successful implementation of the [Community School Strategy](#). Community School Coordinators create a strong, purposeful bridge between schools and communities, and it is their hard work that push this movement forward. They deserve recognition and appreciation for all the work they do, especially in these unprecedented times.

Will you help us honor Coordinators across the country for the work they do daily to support our students and families? As partners, we encourage you to work with your network of friends and affiliates to acknowledge and thank Community School Coordinators. Start gathering stories now and get ready to share by using the hashtag #CoordinatorsRock during Coordinators Appreciation Week and beyond. Feel free to reach out to me if you have any questions!



**José Muñoz**

Director, Coalition for Community Schools  
Institute for Educational Leadership

**A Note From the CCS Coordinators Network Co-chairs**

The thanks and appreciation we want to extend to Coordinators on this Coordinator Appreciation Week is different from every other year before. We are saying thank you for navigating your school communities through a pandemic with grace, joy, purpose, determination and vision. We are saying thank you for pivoting your work when asked and when no one asked but you saw it was needed.

Across the country, Community School Coordinators stayed in their buildings and communities, at risk to their own personal safety...to care, provide, and walk alongside families who desperately needed allies. If there was ever a question about why Coordinators rock you answered it unequivocally this past year. You are the lifeblood of your schools and they are blessed to have you. Together, across this nation, we move this work forward...one school, one community, one coordinator at a time.

THANK YOU, FELLOW COORDINATORS!

**Jaymie Lollie**

Community School Manager | Frick United  
Academy of Language  
Oakland Unified School District

**Liz Thacker**

Site Coordinator  
Whittle Springs Middle Community School

**Staci Boehlke**

Family-Community Resource Coordinator  
Fruit Valley Elementary

**How to Get Involved**

The Coalition invites everyone—schools, districts, community school initiatives, community partner organizations, lead agencies, and state and national organizations—to become a Coordinators Appreciation Week Partner. Sign up to celebrate Community School Coordinators during the 2021 Coordinators Appreciation Week (CAW). Coordinators are the heart behind the Community Schools movement, advancing our values of **equity, democracy, and harmony**, and we're proud to celebrate and recognize them for these important contributions.

By signing up as a CAW Partner, you and your organization are pledging to do the following:

- Participate in CAW by celebrating Community School Coordinators,
- Work with and encourage students, families, school staff/leaders, community partners, districts, city, county leaders, and others to acknowledge and thank Coordinators,
- Post to social media at least once a day during CAW using the hashtag #CoordinatorsRock, and
- Request recognition of CAW (i.e., proclamation) from your Superintendent, Mayor, school board, county executive, and/or other elected officials.

Thank you in advance for becoming a Coordinators Appreciation Week Partner. If you have any questions, please email [ccs@iel.org](mailto:ccs@iel.org).

## How to Celebrate

No matter who you are, you can celebrate Community School Coordinators. Check out our list of ideas below!

### Ideas for anyone

- ★ Get #CoordinatorsRock trending! Post why you appreciate Community School Coordinator on social media. See sample posts and graphics on page 9.
- ★ Make a video about the impact of your Community School Coordinators and post it on social media using #CoordinatorsRock. Our favorite Coordinator videos will be featured in future Coordinator Spotlights that will be shared with the National Community Schools Coordinators Network. Find helpful tips on how to shoot a video on page 10.
- ★ Get your elected officials and local leaders to celebrate during Coordinators Appreciation Week. Send your governor, mayor, county executive, superintendent, or school board a proclamation request so they can recognize your Community School Coordinators. See our step-by-step guide and template request on page 11.

Sign Up to Become a Coordinators  
Appreciation Week Partner



### Ideas for students and families

- ★ Gift your Coordinator with one of these [homemade gifts](#) or some baked goods
- ★ Email or write them a thank you note. Make your own cards or use this [thank you card template](#).
- ★ Give your Coordinator a gift card for coffee, a school supply store, or a bookstore

### Ideas for school and district leaders

- ★ Treat your Coordinators to lunch or celebrate them with a virtual
- ★ Hang Coordinators Appreciation Week posters in your school or send out flyers digitally
- ★ Have school faculty and staff sign a digital thank you card for your Coordinator
- ★ Award your Coordinator with a [certificate of appreciation](#)



### Ideas for initiative leaders, lead agencies, community partners

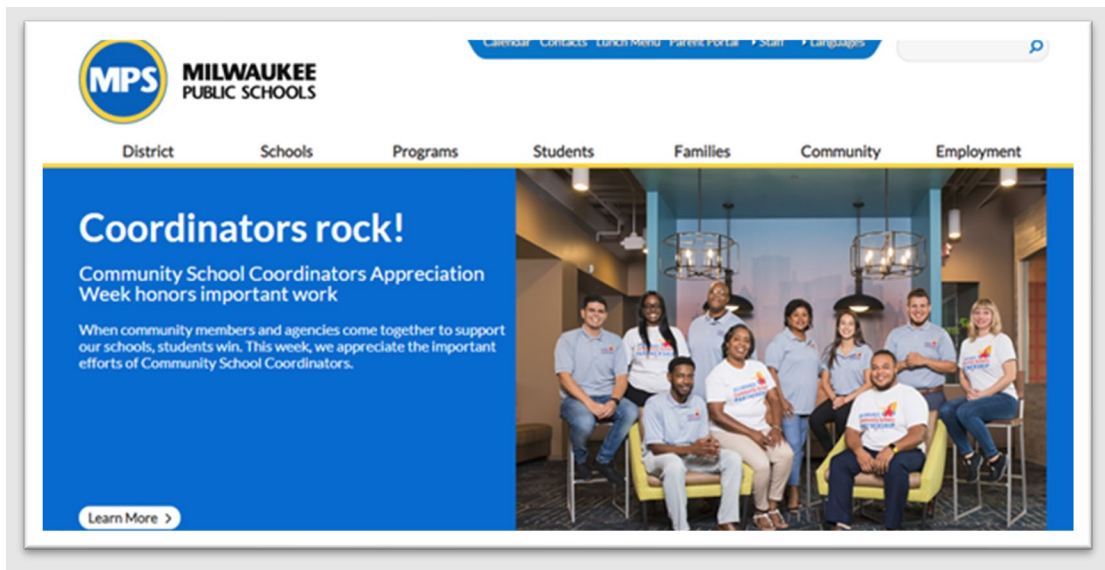
- ★ Promote Coordinators Appreciation Week via email or social media with your networks. See our sample social media posts and graphics on page 9.
- ★ Treat Coordinators to lunch or celebrate them with a virtual party
- ★ Give superlative awards to your Coordinators (best communicator, most positive, most resourceful, etc.)
- ★ Write a story or profile about your Coordinator to share online



### Ideas for national organizations

- ★ Host a digital event honoring the success of community schools
- ★ Promote Coordinators Appreciation Week on your website, in your e-Newsletter, and social media





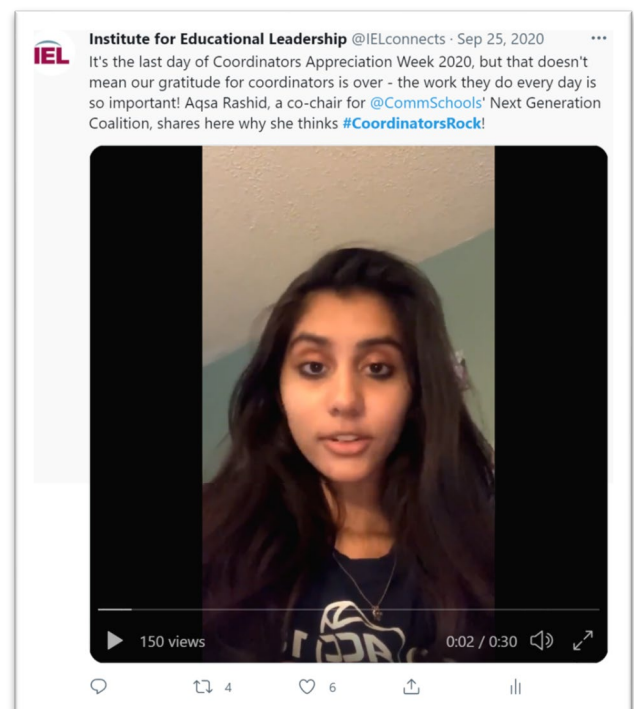
## Need more ideas?

Check out some of the creative ways people celebrated their coordinators during previous years' Coordinators Appreciation Week:



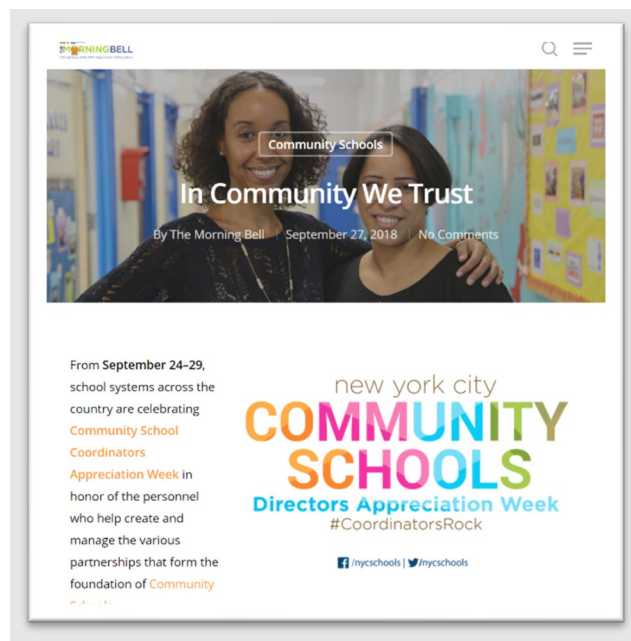
This school created a super fun thank you video!

Members of the Next Generation Coalition recorded thank you videos for the members of the Coordinators Network!





A middle school in Nashville honored their Coordinator with "[Knight of the Month.](#)"



The New York City Department of Education highlighted their of their Community School Director on their [blog](#).



Red Bank High School thanked coordinator Rebekah Hook and gifted her some goodies!



United Way of Salt Lake shared some [yummy treats](#) with their Coordinators.

## Social Media

Tell the world why they should celebrate Coordinators Appreciation Week. Post on all social media using **#CoordinatorsRock**.

Tag the Coalition to let us know how you're celebrating your Coordinators.



[@CommSchools](https://twitter.com/CommSchools)



[@community\\_schools](https://www.instagram.com/community_schools)



[Coalition for Community Schools](https://www.facebook.com/CoalitionforCommunitySchools)

Start by adding our Twibbon to your profile picture!

[Click here](#) and then select the "Add to Twitter" or "Add to Facebook" button.

Here are some sample posts to promote Coordinators Appreciation Week:

- Sept 20-24 is Coordinators Appreciation Week! Start thinking about how you want to thank your Coordinator now! #CoordinatorsRock
- Community School Coordinators diligently love and serve their students and families. Let's share our love and appreciation for them Sept. 20-24. #CoordinatorsRock
- #CoordinatorsRock because they ensure all students and families receive the supports and services they need to learn and thrive. Thank a Coordinator Sept. 20-24 for all that they do.
- Community School Coordinators are aiming for your students' success! Let's give them a big 'Thank you' Sept. 20-24 during Coordinators Appreciation Week. #CoordinatorsRock
- Every Community School Coordinator deserves an air high-five and a gold star for everything they do for their communities. Make your Coordinator feel appreciated during Coordinator's Appreciation Week Sept. 20-24. #CoordinatorsRock

Here are some sample posts to thank Coordinators during the Appreciation Week:

- We appreciate our Community School Coordinators who diligently serve our students and families #CoordinatorsRock
- Coordinators are the unsung heroes of community schools. We see you and we thank you for making a difference in our students' lives! #CoordinatorsRock
- #CoordinatorsRock because they make our schools and communities stronger, safer, and a more welcoming place for our students and families.

## Download Sample Graphics



CELEBRATE THE HEART BEHIND  
COMMUNITY SCHOOLS!  
COORDINATORS  
APPRECIATION WEEK





- My Community School Coordinator is awesome because...[fill in the blank] #CoordinatorsRock
- Shout out to all the amazing Community School Coordinators out there who are fighting for equity and social justice for all our students and families. #CoordinatorsRock
- Thank you for all you do to make our communities stronger, our futures brighter, and our hopes higher. Community School Coordinators, you rock! #CoordinatorsRock

Here are some sample posts share about the importance of efficient and effective funding for full time Coordinator positions and Community Schools:

- Schools need funding for FT Community School Coordinators to ensure quality implementation of Community Schools! Coordinators increase return of investment by leveraging civic engagement and community resources toward desired outcomes: [https://www.communityschools.org/wp-content/uploads/sites/2/2020/11/ROI\\_Coordinator.pdf](https://www.communityschools.org/wp-content/uploads/sites/2/2020/11/ROI_Coordinator.pdf) #CoordinatorsRock
- #CommunitySchools are a good investment. When school and community resources are organized around student success, they are more efficient and effective at boosting educational outcomes and often don't use additional resources - and Coordinators play a key role. #CoordinatorsRock

Get more tips to help communicate about Community Schools on Page 73. of the [Community Schools playbook!](#)

Share a recent Community School/Coordinator spotlight:

- [\*When COVID struck, Baltimore's Community School Became a Lifeline\*](#)
- [\*Community Schools Can Help Get Kids Counted\*](#)
- [\*High school chefs: A virtual Thanksgiving contest brings together a Brooklyn school serving new immigrants\*](#)

## Tips on How to Post a Video

### Who should film a video?

Anyone! We want to hear from all who have been positively impacted by their Community School Coordinator including students, families, teachers, principals, district leaders.

### What to say in the video?

Tell us a story about how your Coordinator has made a difference. How have they impacted their students and families, especially since the pandemic began? How have they changed the school culture and climate? How have they worked with teachers and principals to better support the work they do? How have they impacted the community beyond the school walls?

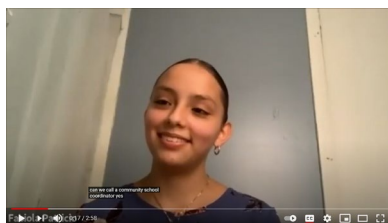
## Filming pro-tips

- Film horizontally
- Prop your phone or camera on a stand or stack of books to keep the frame steady
- Create good lighting. Shoot with the person facing a window or light source to avoid backlighting.
- Do NOT zoom in. Instead, move your phone closer.

## Posting your video

Share your video on Twitter, Facebook, or Instagram using #CoordinatorsRock. The Coordinators with the most moving videos will be featured by the National Community School Coordinators Network in a future Coordinator Spotlight.

Need inspiration?  
Check out these  
videos from  
previous years



United Way Asheville and Buncombe County's [video](#) interviews a student who had a special relationship with her Coordinator



This member of NGC recorded a [video](#) explaining how his Coordinator positively affected him



Philadelphia School Districts' Office of Family and Community Engagement [shared](#) their thanks for their Coordinators!



United Way GLV shared this video montage of Coordinators to [thank](#) them!



Even the mayor of Albuquerque compiled a [video](#) thanking coordinators

## Request a Proclamation

Request a proclamation or resolution from your governor, mayor, county executive, superintendent, and/or school board to recognize Coordinators Appreciation Week. Here is how to request a proclamation:

1. Share this [sample proclamation](#) language with your mayor, governor, or local elected official to recommend a week-long celebration of Coordinators Appreciation Week.
2. If you have not heard from your local leader's office within two weeks, reach out to them again and share resources on the importance and impact of Community Schools.
3. Once proclaimed, celebrate on social media with the hashtag #CoordinatorsRock to let us know your community is part of the celebration!

**\*\*Pro-tip:** Your proclamation request will have more power with more people behind the request. Work with other Community Schools or partner organizations to put a request together.

## Outreach to Local Media

### [Sending a press release](#)

Send a [press release](#) to share with your local media. We encourage you to send it out the morning of Monday, September 20th as the Coalition and our Co-Host and Champion organizations will all be sending a press release out at the same time.

### [Pitch your coordinator story to local media](#)

Crafting an effective pitch to the media is an important step in any successful campaign. The Coalition wants to celebrate the work of Community School Coordinators, because they create, strengthen, and maintain the bridge between the school and community. That's why the Coalition wants local and national media to be aware of your Coordinators. Here are a few tips and tricks to engaging with your local media:

- **Email subject line must grab attention** | Lead with results or impact
- **Address the why** | Make sure you have a strong argument as to why your coordinator should be featured in the news
- **Got data?** | Make sure you include data or stats if possible
- **Show impact** | What have they changed as a result of their impact?
- **Be timely** | Send pitch two weeks before a campaign or event

Using the example of a Coordinator who has helped keep their school open by increasing attendance and decreasing student mobility, below are four sample media pitches to help you land an interview and become a media influencer:

### Initial pitch (cold)

**Email Subject Line:** Community School Coordinator Helps Keep {Name of school} Open

Hi {Name of Reporter},

{School or Organization} is joining with the Coalition for Community Schools to celebrate Coordinators Appreciation Week on September 20-24, 2021. Community School Coordinators manage school-community partnerships allowing students to learn and thrive. I would like to alert you to our amazing Community School Coordinator, {Insert Name}. {He/She/They} led our school in identifying and coordinating resources to provide job training and mental health services for students and families. After implementing these services for a year, we have seen attendance improve by 50% and a decrease in student mobility, helping our school remain open.

{He/She/They} has helped us bridge the gap with our community. Our school is now known as a place where students feel safe and loved thanks to {Insert Name of Coordinator}.

Please let me know if you're interested in highlighting our amazing Coordinator during the National Coordinators Appreciation Week. Thank you for your time and consideration.

### Pitch for established contact/relationship

**Email Subject Line:** Community School Coordinator Helps Keep {Name of school} Open

I hope all is well. Thanks again for featuring {Insert Name} in your {Name of Article or Name of Show} on {Date of Publication or Show}. I wanted to reach out about a new story that I thought you might be interested in:

{School or Organization} is joining the Coalition for Community Schools to celebrate Coordinators Appreciation Week on September 20-24, 2021. I would like to alert you to our amazing community school coordinator, {Insert Name}. {He/She/They} led our school in identifying and coordinating resources to provide job training and mental health services for students and families. After implementing these services for a year, we have seen attendance improve by 50% and student mobility decrease, helping our school remain open.

{He/She} has helped us bridge the gap with our community. Our school is now known as a place where students feel safe and loved thanks to {Insert Name of Coordinator}.

Please let me know if you're interested in speaking with {Insert Name of Coordinator} about the important work {he/she} is doing in our school and how it has increased attendance at school.

Thank you for your time and consideration.



### Personalized pitch

**Email Subject Line:** Community School Coordinator Helps Keep {Name of school} Open

I enjoyed {reading your article or watching your show} and wanted to see if you would be interested in speaking with {Insert Name of Coordinator} about the positive impact {he/she/They} is having on our {Name of School or Organization}. Our amazing Community School Coordinator led our school in identifying and coordinating resources to provide job training and mental health services for students and families. After implementing these services for a year, we have seen attendance improve by 50% and student mobility decrease, helping our school remain open.

{He/She/They} has helped us bridge the gap with our community. {School or Organization} is joining the Coalition for Community Schools to celebrate Coordinators Appreciation Week on September 20-24, 2021. This would be a great story to feature during this week!

Please let me know if you're interested and I would be happy to set something up. Thank you for your time.

### Follow-up pitch

**Email Subject Line:** Follow Up: Community School Coordinator Helps Keep {Name of School} Open

Hi {Name of Reporter},

I just wanted to follow up and see if you were interested in speaking with {Name of Coordinator} about how {he/she/they} led the community school committee in identifying and coordinating resources to provide job training, and mental health services for students and families. After implementing these services for a year, we have seen attendance improve by 50% and student mobility decrease, helping our school remain open.

Thank you for your time. Any feedback is appreciated.

## For Coordinators

### Promote Yourself!

What better way for people to learn about the role of community school coordinators, than by you telling them! Listed below are three fun ways to self-promote you and your colleagues during Coordinators Appreciation Week.

### Represent on Social Media

Consider adding a Coordinator Appreciation Week [frame](#) and/or graphic to your social media profiles. [Click here](#) for graphics.

### Post a Short Video to Social Media

Create and post a short, fun video to social media. Listed below are some potential prompts.

- **Origin Story:** In this type of video, share your why you became and/or are proud to be a Community School Coordinator.
- **Celebrate Success:** In this type of video, identify a challenge you've overcome, and highlight results you've achieved as a Community School Coordinator.
- **Informational Video:** In this type of video, describe your role and/or what a typical day looks like for you. Stay positive, be creative, and feel free to inspire/encourage other Community School Coordinators.

### Potential Script

- My name is X and I'm a Community School Coordinator
- I've been a Coordinator for [insert amount of time] and [One sentence about why you're proud to be a CS Coordinator and and/or how you got into this role]
- A challenge you overcame this past school year [acknowledge the challenge], emphasize the outcome!
- End saying "Community School Coordinators; We Rock!"

### Write a Blog and Post it on LinkedIn

Write a blog post about your experience as a Community School Coordinator and tag @ Institute for Educational Leadership. The content can be based off one of the prompts listed above, Q&A format, or something else.