

## **Increase school spirit and change your school culture**

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- **A major purpose of leadership and student government is to increase and maintain a positive climate on your campus.**
- **Most of us struggle with how to get more kids to participate in spirit days and feel connected to the school.**
- **One way you can do this is by trying to make school spirit a part of your culture, something everyone “does”, not just leadership.**

### **1. T-shirts**

- We give every student a Patriot Pack shirt when they buy an ASB Sticker. ASB stickers are put on the ID card and get students into sporting events for free and discounted dance tickets.

### **2. Spirit Incentives**

We believe that when you give kids something, it helps them become more involved and have better buy-in.

- Pencils
- Candy
- Lanyards
- Bracelets
- Rally towels
- Movie tickets
- TUPE funded gift cards
- Buttons (Our kids have to wear lanyards with their ID cards, so they wear the buttons on the lanyards)
  - We bought a button machine and make buttons for each spirit week theme day
  - Examples on the board
- Offering spirit wear in the student store for special events
- Patriot Pack socks
- We have Patriot Pack events (half-time shows, highlighted games for different sports and other events where kids are encouraged to wear the shirts to be able to participate)
- We just started using 5 Star for students software and scanners to track participation. You can reverse print lists to invite those NOT attending.

### **3. Advertise using Instagram and Twitter**

- We create fun Ads for instagram and twitter to remind kids about all our events and spirit days
- We make funny promo videos that are shown on our announcements or on social media. Kids love watching them and attendance is increasing.

### **4. Non-traditional Advertising**

- Fashion-shows at lunch to showcase spirit days
- Table-runners in the cafeteria
- Students wear costumes and run around green with the bull-horn.
- Floating balloons
- Forking the green with ads
- Window paint on Bathroom Mirrors

### **How is this changing and building our culture?**

- We have Patriot Pack Fridays and we are seeing kids automatically dress up on Fridays.
- Kids look forward to spirit weeks and we have more kids dressing up in all the classes this year.
- Patriot pack shirts are spotted all over town (on non spirit days!)
- It has become something kids do now, and even teachers wear the shirts on Fridays.
- Kids are starting to wear school colors to sports events, even when we aren't giving “stuff” away- Have themed games where entire student section dresses up.
- Enables us to try new events and have them be successful the first try
  - Had a Big Blue Madness Basketball Spirit night rally, had over 1300 kids attend!
  - Big Rivalry game had 900-1000 kids in student section, cheering together, kids of all different social groups.
  - Teacher/Staff talent show- sold out first time.
  - Heritage Idol went from 12 person event to 3 night 55 person singing showcase. Involves more students, more people want to go.

### **Invite people/rather than tell them to go**

- About once a month we go out on campus and each leadership student personally invites 2-4 people to whatever upcoming event or spirit day we have.
- We noticed a HUGE increase when we did this in attendance and spirit participation
- Link Crew makes invitations for the freshmen for Link and Heritage events
- Had 181 kids attend first home freshmen football game. Posters would not have gotten that same response