**Turnout Goals & Activities**

**I) Turnout & Participation Goals**

Each school has the following turnout goals:

* Grades 2 – 8:
	+ 20% of scholars
	+ 20% of parents
	+ Note: All participating ES & MS scholars MUST be accompanied by a parent or an adult designated by their parent.
* Grades 9 – 12:
	+ 100% of scholars (except AP History test takers)
	+ 5% of parents
* Super-sized:
	+ AF Summit: 100% students + as many parents as possible (30% minimum)
	+ AF Hartford High: 100% students (except AP History test takers) + as many parents as possible (30% minimum)
* Note: School-by-school goals are included in the original [Powerpoint presentation](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/SL%20Deck%20for%20CT%20Rally%20DT.pptx).

**II) Turnout Activities**

Each school should participate in all “Basic Activities” and is strongly encouraged to implement several “Other Recommended Activities” as well.

**A) Basic Activities**

|  |  |
| --- | --- |
| Item | Action |
| Create Turnout & Communications Plan | School: Principal/DSO crafts and shares turnout and communications plan w/school staff. (Examples of this plan and communication for AF Bushwick Middle School can be found [here](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/BushwickMS_TurnoutPlan.msg) and a template communications calendar can be found [here](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/0507_Proposed_Calendar.docx)). |
| Team X: Available to help and support Principals/DSOs in planning and/or answer questions. |
| Rally Flyer (with permission slip) | School: Template on Rally Hub for distribution on 4/9, 4/20, 4/27, & 5/4 |
| Voice blazeInitial & Reminder Call | School: Template on Rally Hub for 4/10 & 5/5 |
| Promotional materials (Ex. posters, countdown calendar, t-shirts, etc) | School: Will receive some materials from Team X by 4/20, which can be put up upon receipt. Schools can create other promotional materials as well. (See [“School Hype Ideas” doc](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/0507_School%20Hype%20Up%20Ideas.docx)).  |
| Outside phone banking (NS with advocacy partners) | School: FYI/No action required. |
| Team X: RSVP phone calls were attempted to all families from 4/13 - 4/17. (Each school’s list of initial RSVPs is [here](https://docs.google.com/a/achievementfirst.org/spreadsheets/d/1sxvBAejhRQV7F1xXt6GgpyySq6Hpl35eFSTiHtE4peA/edit)). |
| Parent Advocacy Meeting or Presentation(s) at scheduled school events | School: SLs should hold a Parent Advocacy Meeting and/or leverage scheduled events to inform families about the issues and the rally, and also use these venues to sign up interested families. |
| Team X: Templates are on the Rally Hub for a [parent flyer](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/May%207%20Parent%20Advocacy%20Meeting%20Materials/Flyer_%20Invitation%20to%20Parent%20Advocacy%20Meeting.pptx) and [phone script](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/May%207%20Parent%20Advocacy%20Meeting%20Materials/Parent%20Advocacy%20Meeting_Advisory%20Live%20Call%20Script.docx) to advertise the meeting as well as a [presentation](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/May%207%20Parent%20Advocacy%20Meeting%20Materials/Parent%20Advocacy%20Meeting%20Presentation_%20PowerPoint%20Template.pptx) for the meeting. Team X staff are available to help support you at the meeting, if needed.  |

**II) Other Recommended Activities**

|  |  |
| --- | --- |
| Item | Actions |
| Advocacy Lessons or Activities | School: Create and teach advocacy-oriented lessons or create advocacy-oriented activities to inform scholars more about the rally. |
| RSVP Competitions | School: Implement a RSVP Competition by classroom, advisory, grade and/or school.  |
| Team X: Provided examples of RSVP Competition plans and communications [here](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/0507_School-Wide%20RSVP%20Competition%20Overview.docx). Funds may be available for some incentives as well. |
| Staff/Volunteer Phone Banking | School: Recruit school staff and/or volunteers team to make weekly calls – both initial RSVP calls and reminder calls. This can be done as a group activity (ex. Set up room, provide pizza or snacks) or assigned out individually.  |
| Team X: Created a sample [script](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/0507_RSVP_CallScript.docx) which is on the Rally Hub, and can also help run support and/or manage school-based phone banks.  |
| “School Hype”Activities  | School: A full list of [“School Hype” activities](https://manyminds.achievementfirst.org/sites/NetworkSupport/TeamEx/ADV%20Documents/0507_School-Wide%20RSVP%20Competition%20Overview.docx) can be found on the Rally Hub. For example, staff can wear t-shirts and pins promoting the rally on date(s) determined by the school (ex. T-shirt Fridays). |
| Team X: Provides t-shirts and pins to schools. |
| Incentivizing Parent turnout  | School: Create a raffle or drawing for parents who attend the rally. |
| Team X: Create and coordinate prize and raffle |
| Flyeringduring arrival dismissal-elementary schools | School: Staff or volunteers flyer, promote and have parents fill out RSVP forms at student arrival or dismissal times. |