

1. Review Material

- Review** *EDUCATION FIRST* material-memo, personalized pledge cards, and collection envelope. **Campaign duration- November 6 to December 8.**

2. Add Education First Campaign to Your Upcoming Staff Meeting

- Schedule** your *EDUCATION FIRST CAMPAIGN* presentation at an upcoming staff meeting, including all instructional and non-instructional staff, between **November 6 and November 20.**
- Contact** Broward Education Foundation to schedule a Education First Campaign presentation.

3. Present "EDUCATION FIRST"

- Distribute** personalized payroll pledge cards to ALL staff.
- REINFORCE 100% Staff participation is key- \$1 per period - "100% of your donation DIRECTLY supports BCPS students and teachers."**
- Inform** your staff and colleagues that if they pledge \$5 or more per pay period, they are eligible to win a **\$2,500 gift card**; pledge \$1-\$4.99 they are eligible to win a **\$1,000 gift card!**
- RAISE** more than \$1,500 in your school, department, or location to **NAME A SCHOLARSHIP!** *Envelope must be returned by DECEMBER 8th TO QUALIFY.*

4. Complete Collection Envelope

- Complete** the collection envelope and place **ALL** pledge cards inside. Seal securely.

5. Send Collection Envelope before Friday, December 8th

- Send** the completed Collection Envelope **before December 8th** in a pony envelope addressed to **M. Baxter/ Broward Education Foundation, KCW, 1st FL.**

FREQUENTLY ASKED QUESTIONS

"I am missing a pledge card for a new staff member. Where can I get a blank card for them?" Blank cards are included with your pre-printed ones. If you need additional, please visit browardedfoundation.org/campaign and print an EDUCATION FIRST Giving Campaign card for your new/missing staff member.

"Is it okay to send a one-time donation as a check in the pony?" Yes, the pony is very secure. Please note, CASH IS NO LONGER ACCEPTED. Please make checks payable to: **Broward Education Foundation**

"Will one-time donations be entered to win gift cards?" Yes. Donations from \$20- \$99.99 are entered to win \$1,000 gift card; donations \$100 and up are entered to win \$2,500 gift card.

"How long is my EDUCATION FIRST contribution deducted from my paycheck?" Education First commitments run for 1 year- contributions will be reflected in paystubs two weeks after pledge cards are submitted.

"Where can I find all Education First Campaign materials?" All material is located online at browardedoundation.org/campaign