

1. Review Material

- Review** EDUCATION FIRST material - memo, personalized pledge cards, and collection envelope. **Campaign duration - November 4 to December 6.**

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.
- 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 -** "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 \$500 gift card**; pledge \$10 or more are eligible **to win \$1,000 gift card**; pledge \$25 or more eligible **to win \$2,500 gift card.**
- RAISE** more than \$1,500 in your school, department, or location to **NAME A SCHOLARSHIP! Envelope must be returned by DECEMBER 6 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 6

- Send** the completed Collection Envelope **before December 6** 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 up to \$2,500 in gift cards?"

Yes. Donations from \$100-\$199 are entered to win \$500 gift card; \$200-\$499 to win \$1,000 gift card; donations \$500 and up entered to win \$2,500 gift card.

"When will my EDUCATION FIRST contribution deducted from my paycheck?" 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 browardedfoundation.org/campaign