



**HEB ISD**  
ADOPT-A-SCHOOL

**HEB ISD  
Adopt-A-School Coordinator  
Training Handbook  
2017-2018**

***The Difference Is You***





The Hurst-Eules-Bedford Independent School District is 44.3 square miles and serves the residents of Hurst, Eules, and Bedford as well as portions of North Richland Hills, Colleyville, Fort Worth, and Arlington. The district operates two high schools, five junior high schools, and 20 elementary schools. In addition, HEB ISD offers a nontraditional high school and a center for technical education. The Administration Building is located at 1849 Central Drive in Bedford.

Vision Statement – **Empowering Today to Excel Tomorrow**

Mission Statement – **The mission of the Hurst-Eules-Bedford Independent School District is to continue its proud tradition of excellence as a diverse, high-performing organization committed to ensuring each student is empowered today to excel tomorrow.**

The VIPS and Adopt-A-School programs directly support this vision and mission. They specifically support District Goal 5.2, “Stakeholder Engagement.” The Public Relations and Marketing Department reports data on these programs to the HEB ISD Board of Trustees each quarter.

The Public Relations and Marketing Department, in partnership with the HEB ISD Council of PTAs, has prepared this handbook to assist in the development and enhancement of these programs at the campus level. To increase the safety of HEB ISD students, the District requires that volunteers complete an application and agree to a background check, in compliance with HEB ISD Board policy. This is a commitment on the part of HEB ISD to help each campus reach its maximum potential, while protecting our students to every extent possible.

The State of Texas requires each district to report on the level of parent and community involvement in our schools. HEB ISD has been fortunate to have many active parent and community volunteers, but these hours must be recorded and totaled to get an accurate picture of the degree of participation for both district and state requirements.

The District has adopted five goals. These goals target student achievement; effective and efficient operations; quality staff; safe, healthy, and nurturing schools; and enduring relationships with stakeholders. Volunteering in schools and securing adopters can help the District reach these goals. Your help in organizing campus VIPS and Adopt-A-School programs and accumulating volunteer hours is an integral part of “Empowering Today to Excel Tomorrow.”

Thank you for your commitment to the Hurst-Eules-Bedford ISD schools and to these programs.

# **AAS 2017-2018 Volunteer Handbook**

Volunteer and business partnership programs are a function of public relations, which is the process of building mutually beneficial relationships between an organization and its stakeholders. The purpose of a school volunteer or adopter program is to provide support for the school and classroom teachers to benefit student achievement. The relationships between partners and schools can result in future support for school initiatives. For school involvement to be effective, programs must be carefully planned and organized with clear guidelines. This handbook is designed to help individual campuses develop or enhance their existing volunteer and adopter programs. Effective programs provide benefits for the students, the school, the community, and for the volunteers.

The Hurst-Euless-Bedford ISD Volunteers In Public Schools (VIPS) and Adopt-A-School (AAS) programs are administered by the Public Relations and Marketing Department in partnership with the individual HEB ISD campuses, the HEB ISD Council of PTAs, the local PTA, and other school sponsored organizations. For questions regarding these programs contact the following:

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# HEB ISD

## Adopt-A-School Program

### Overview

The mission of the Adopt-A-School program is to create school and community partnerships that positively impact student achievement. Adopt-A-School is a partnership between our school district and our community, whereby businesses, churches, or other organizations agree to provide volunteers and/or goods, donations, and/or discounts to individual schools or to support all schools within the District. The degree of participation by the Adopters is as varied as the Adopters themselves. Some organizations are able to organize more volunteers or donate more items, but every organization can make a commitment to a school.

#### Why do schools need Adopters?

- Schools have to document community involvement to receive funds for special programs and grants
- A key measurement of community involvement is the documentation of donated hours, products or services
- In tough financial times, your organization can make a difference, with donations or with incentives to instill high expectations for children
- Education is an active partnership linking the school, the student, the home, and the community

### Types of Adopters

There are two kinds of Adopters: Campus Adopters and District Adopters. Here are the criteria for being an Adopter:

#### District Adopter Criteria

1. Willing to contribute to multiple campuses/departments within the District
2. Contributions may be time (volunteers), services, gifts, discounts, products, incentives, etc.
3. A commitment to the program of at least one year

#### Campus Adopter Criteria

1. Willing to support a single campus
2. Contributions may vary, including time (volunteers) and goods
3. A commitment to the program of at least one year

An organization can become a campus adopter, and work with one school, or can become a district adopter, and work with multiple schools, or even the entire district. **All adopter agreements are valid through the end of the school year and are to be renewed yearly.**

## Adopter Benefits

1. Adopters are given a certificate to display in their organization.
2. Adopters are included in our adopter directory, which is distributed throughout the District, to patronize their business.
3. Adopters have the opportunity to share business flyers with district students and staff in our online Community Folder.
4. Adopters get a copy of our quarterly HEB ISD School & Family Magazine.
5. Adopters get recognition at annual Spring Celebration.
6. Adopters can be eligible for partnership awards to recognize extraordinary efforts by large, small or district adopter.

## Adopter Recognition

HEB ISD will recognize its Adopters throughout the year with publicity and an awards luncheon. At the luncheon, awards will be given for outstanding contributions from our Adopters.

### District Adopters

All District Adopters will be eligible for the **Outstanding District Partnership Award**. This will recognize the Adopter that has made an extraordinary effort in supporting all the schools in our District. The campus Adopt-A-School coordinators will cast votes to select this winner.

### Campus Adopters

All Campus Adopters will be eligible for one of the **Outstanding Partnership Awards**. This award will recognize extraordinary efforts by an organization benefiting a single campus. Campus Adopt-A-School Coordinators will nominate one of their outstanding Adopters for these awards.

- Adopter organizations with 50 or more employees/members are eligible for the **Outstanding Large Partnership Award**.
- Adopter organizations with fewer than 50 employees/members are eligible for the **Outstanding Small Partnership Award**.

In addition, all campuses are eligible for the **Crystal Apple Award**. This award will recognize the elementary, junior high and high schools that earn the most points throughout the school year.

### Crystal Apple Award Criteria

This award will be based on three criteria: number of active adopters, spotlight submissions on the District website, and district awards nominations. Each criterion has a point value, as listed below:

- **10 points** per **active adopter** (new or renewed for the school year and information filed with the PR & Marketing Department)
- **5 points** per **spotlight submission** – Must showcase an “active adopter” or be turned in with new adopter paperwork. You may also count spotlights that are run on your campus website, but you must notify the PR & Marketing Department and we will verify adopter spotlight on campus site.
- **10 points** per **district award nomination** – for Large and Small Partner of the Year Award

# Key Roles of Persons Involved in Adopt-A-School Program

## **Adopt-A-School - Campus Coordinator is responsible for:**

### **Developing Adopter and School Partnerships by:**

- Actively promoting the Adopt-A-School program
- Welcoming Adopters to the school
- Providing support to all persons involved in the program
- Assessing the school's needs
- Determining guidelines for Adopters on individual campus
- Acting as liaison between Adopters and Principal
- Coordinating volunteers with Campus VIPS Coordinator/PTA Volunteer Chairman
- Inviting Adopters to District-wide Adopt-A-School meetings and celebrations
- Sending Adopters newsletters and other information to keep them up to date on what is happening at the school
- Inviting Adopters to special school events
- In cooperation with VIPS Coordinator, organize an open house to give potential and existing Adopters and volunteers an overview and tour of the school

### **Connecting with District's Adopt-A-School Department by:**

- Acting as liaison between Adopters and Public Relations and Marketing Department
- Recruiting Adopt-A-School partners and coordinating efforts with the Public Relations and Marketing Department
- Inviting Adopters to District-wide Adopt-A-School meetings and celebrations
- Notifying Public Relations and Marketing Department of changes in campus Adopters
- Notifying Public Relations and Marketing Department of any Adopters who might wish to be District Adopters in addition to campus Adopters

### **Promoting Adopter Support by:**

- Presenting Adopter with framed certificate provided by District
- Prominently displaying a banner, poster or other sign to recognize adopters within the school
- Nominating outstanding Adopters for District and state awards
- Showing appreciation to Adopters privately and publicly
- In cooperation with VIPS Coordinator, organize an open house to give potential and existing Adopters and volunteers an overview and tour of the school

## **HEB ISD Adopt-A-School District Responsibilities**

1. The Public Relations and Marketing Department will maintain a list of District and campus adopters. The accuracy of the campus list depends on schools keeping the PR & Marketing Department updated regularly.
2. HEB ISD will provide each adopter with a framed certificate/sign suitable for hanging in their place of business to show customers and associates that they are Adopt-A-School partners.
3. The Public Relations and Marketing Department will send each district adopter a copy of the quarterly HEB ISD School & Family Magazine.
4. HEB ISD will provide a recognition celebration for all Adopt-A-School partners in April or May of each year. Adopt-A-School Coordinators may nominate their adopters for awards and special recognition.
5. HEB ISD is responsible for ongoing publicity regarding the Adopt-A-School program and its participants. Our adopters deserve recognition for the services they provide.

## **HEB ISD Adopt-A-School Campus Responsibilities**

1. Adopt-A-School Coordinators and PTA Adopt-A-School chairs on each campus are responsible for recruiting businesses, churches or other organizations that wish to contribute volunteers and/or goods to that school. Entities contacted should be well respected within the community. Our adopters should be organizations our schools would be proud to be associated with
2. Each campus Adopt-A-School Coordinator is responsible for notifying the Public Relations and Marketing Department of any changes in adopters as soon as they are aware of them. (New adopters, as well as adopters leaving the program).
3. Individual campuses are responsible for prominently displaying a sign or poster within the school recognizing the school's Adopt-A-School sponsors. This could be a bulletin board or student-made poster in the cafeteria or main hallway reminding students and visitors who the adopters are.
4. Adopt-A-School Coordinators and PTA Adopt-A-School Chairs are responsible for notifying the Public Relations and Marketing Department if they become aware that a particular business/organization might desire to be a District adopter.
5. Notify Public Relations and Marketing Department early in the recruitment process of any campus adopter to avoid potential conflicts.

# 5 Steps to Better School/Community Collaboration

## **Step 1: Expand Your Vision of School to Include Community**

There are so many opportunities for experiential learning to happen out in the community surrounding the school. We just need to find ways to connect core curriculum beyond the classroom by attracting the right people and asking the right questions.

## **Step 2: Reach Out to All Stakeholders**

Share your dreams for enhanced community-school partnerships, ask people what matters to them, ask them how they might help, and show them your passion. Deliver them an open invitation to reconnect, collaborate and share their experience, skills and time to make a difference.

## **Step 3: Create a Community Resource Map**

A visual representation of your community and the various skills people have to offer is a super way to understand what community resources are available. If you build one, also point out the materials people can supply at cost or for free, the time they can invest in projects, and how they can connect to curriculum, and classroom activities. Include the networks they can utilize to raise awareness of the needs of local children and families, and always promote and foster resource-sharing and collaboration.

## **Step 4: Connect with Curriculum**

Much of what we learn as children and adults happens outside the classroom through real world experiences and from our peers, mentors or on the job. Consider using project-based learning. Try using a matching technique to match students with subject matter experts, businesses and community organizations. Let's not forget the largely untapped wealth of experience and knowledge that resides with retirees, grandparents and millions of socially isolated senior citizens in aged care facilities.

## **Step 5: A Design Challenge for the Community**

Design a community challenge to reinvent the school experience. Reinventing school can mean lots of things such as redesigning classrooms, creating a community garden, creating an open and shared learning space, designing a course, changing the way students participate in decision making, you name it!



## Guidelines for Recruiting New Adopters

1. Assess the needs of your school – can involve principal, assistant principal, Adopt-A-School coordinator, teachers, PTA chair, and others to determine what products or services your school needs.
  - a. Field trips/tour opportunities
  - b. Guest speakers
  - c. School Supplies
  - d. Student incentives – for grades, citizenship or for outstanding attendance
  - e. Teacher recognition
  - f. Volunteers
  - g. Medical Needs
2. What type of group could best provide what you need?
  - a. Bank
  - b. Church
  - c. Civic group
  - d. Grocery store
  - e. Hospital/physician
  - f. Restaurant
3. Identify potential adopters in your immediate geographic area.
4. Prioritize which adopters you will target first.
5. Contact HEB ISD Public Relations and Marketing Department to make sure there is no conflict in contacting the potential adopter.
6. Call the business/organization to set up an appointment to discuss a potential partnership.
7. Prepare your presentation folder and include any or all of these items:
  - a. Brochure(s)
  - b. Letter from principal
  - c. List of school needs
  - d. Illustration of how this partnership will be a good match for both parties
  - e. Fact sheet about your school
  - f. List of other adopters or volunteers who already assist your school

- g. Other “Points of Pride” information about your school: state rating, number of awards school and/or staff have been awarded; number of college degrees held by school staff; number of years of experience school staff has; list of awards won by students; whatever makes your school special
  - h. Artwork or letter from a student or a class, such as a drawing of the potential adopter’s business
  - i. Form letter all parties can sign that explains what the partnership will entail
8. After the meeting, write a thank you note, even if they turn you down.
9. If they say yes, agree on a start date, get the agreement in writing, invite them for a tour, and begin to nurture the relationship.
- a. Send letters/artwork from students on a regular basis, especially holidays
  - b. Send thank you notes often
  - c. Place posters around the school that thank adopters, take a photo of the display and send the adopters copies of the photos
  - d. Feature adopters in school newsletters
  - e. Send adopter news and photographs to PR & Marketing Department

## **Adopt-A-School Renewal Process**

During summer/early fall, the Public Relations and Marketing Department will send out renewal notices to all current District adopters, including campus adopters that we have addresses for. This renewal will contain a simple form that the adopter can sign and return to our office via mail, email, or fax. The form will also be available on the website. When school begins, we will send each campus a list of adopters that have officially renewed for the 2016-2017 school year. If you have adopters that have not returned the renewal information, it will be up to the campus to contact them, secure their renewal, and send the information in to the Public Relations and Marketing Department. Adopters will have until October 28, 2016 to send in their renewal. After that, they will be removed from the website and our Adopt-A-School database. This will ensure that we are only counting active adopters for the award next year.

In order to be considered an “active adopter,” coordinators must send in completed adopter contracts / renewal form via fax or campus mail, or send an email with the business name, contact person, mailing address, telephone number, email (if available), and a general description of the partnership.

## Adopter Restrictions

Schools should only approach potential adopters that fall under HEB ISD Board Policy – GKDA Local “Limitations on Content.”

### HEB ISD Limitations on Content

Nonschool literature shall not be distributed on District property if:

1. The materials are obscene, vulgar, or otherwise inappropriate for the age and maturity of the audience.
2. The materials endorse actions endangering the health or safety of students.
3. The materials promote illegal use of drugs, alcohol, or other controlled substances.
4. The distribution of such materials would violate the intellectual property rights, privacy rights, or other rights of another person.
5. The materials contain defamatory statements about public figures or others.
6. The materials advocate imminent lawless or disruptive action and are likely to incite or produce such action.
7. The materials are hate literature or similar publications that scurrilously attack ethnic, religious, or racial groups or contain content aimed at creating hostility and violence; and the materials would materially and substantially interfere with school activities or the rights of others.
8. There is reasonable cause to believe that distribution of the nonschool literature would result in material and substantial interference with school activities or the rights of others.
9. The materials criticize Board members or school officials or advocate violation of school rules such that the documents would materially and substantially disrupt school activities or interfere with the rights of others.
10. The materials are for political campaigns, except as allowed on election day at polling places.
11. The materials are commercial, nonschool-related in nature and/or not age appropriate.

Retrieved from the HEB ISD School Board Policy “GKDA Local”  
<http://pol.tasb.org/Policy/Search/1110?filter=nonschool%20literature>



**HEB ISD**  
ADOPT-A-SCHOOL

# 2017-2018 Adopt-A-School Partnership Agreement

Adopt-A-School is a district program that allows HEB ISD to develop those school and community relationships that positively impact student achievement. Your organization has the opportunity to become a campus adopter, and work with one school, or become a district adopter and work with multiple schools, or the entire district.

\_\_\_\_\_ agrees to adopt \_\_\_\_\_  New  Renewal  
Company Name Campus, Dept. or Club or HEB ISD

Organization Mailing Address: \_\_\_\_\_

Organization City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

**As an Adopter I am able to provide one or more of the following: (Please list offers were applicable)**

Business Perks or Discounts: \_\_\_\_\_

Student Incentives: \_\_\_\_\_

Fundraising Opportunities: \_\_\_\_\_

Mentoring/Teaching: \_\_\_\_\_

Donations/In-Kind Goods: \_\_\_\_\_

Monetary Donations/Grants/Scholarships: \_\_\_\_\_

*This agreement includes the list of volunteers, products or services that we will provide for the school. We will work with the school to create a match, whereby we offer what the school needs most in order to make a positive impact on student achievement. If school needs change or adopter resources change, we will make the necessary adjustments to the campus program. In addition, the school will promote this partnership at the campus and the district level, provide adopter certificate to business, invite business to annual luncheon, and promote partnership on district website.*

\_\_\_\_\_  
(adopter representative signature) Date (campus coordinator or representative)

Please share this information with Public Relations and Marketing so they can promote and recognize all campus adopters.  
Mail to HEB ISD, Attn: PR & Marketing Department, 1849 Central Drive, Bedford, TX 76022 or e-mail to MarianaRoyer@hebisd.edu.

# Sample School Needs Profile

This can be done on one sheet of paper and inserted into the presentation folder.  
(gives potential community partner an overview of your mission, student population, location, etc.)

**School Name**  
**Address**  
**Principal Name**

XYZ Elementary School, located in (name of city), has a diverse population of \_\_\_ (# of) students. The school offers a K-6 instruction, English as a Second Language (ESL) program, and a program for gifted and talented students. The school's mission is that all children will develop a strong foundation for learning and academic achievement in a nurturing environment. The staff believes in forming strong partnerships with parents and the community to promote success for all children. XYZ Elementary has an outstanding school leadership team comprised of administrators, teachers, parents and community members. The school has been rated \_\_\_ by the Texas Education Agency for \_\_\_ years in a row.

(after the introductory text, you can provide details on the specific needs of your school, such as mentors, math and reading tutors, workroom assistants, morale boosters for staff, an off-site location for professional development, or whatever your campus needs.)

Sincerely,

Name

Title

School Name

Phone Number | Email

## Sample Letter for New Adopter

Dear \_\_\_\_\_,

I am writing on behalf of the students and staff at \_\_\_\_\_(school)\_\_\_\_\_ in \_\_\_\_ (city)\_\_\_\_. We would like to invite \_\_\_\_\_(organization)\_\_\_\_\_ to join our Adopt-A-School program. As our student population continues to increase, so does our need for volunteers and resources. This is a wonderful opportunity for members of the \_\_\_\_\_(organization)\_\_\_\_\_ to make a lasting difference in the lives of young people.

Specifically, we are seeking \_\_\_\_\_ (i.e. volunteers to tutor our third graders in reading and math in order to improve student academic achievement OR incentives and rewards to present to students who make good grades each six weeks, etc.). I have enclosed a resource list and information about our school. We believe in shared partnerships and can offer you \_\_\_\_\_ (student artwork that can be displayed at your business, a framed certificate, recognition at our annual awards luncheon, etc.).

I look forward to \_\_\_\_\_(organization)\_\_\_\_\_ participation in the \_\_\_\_\_(school)\_\_\_\_\_ Adopt-A-School program.

Sincerely,

Name

Title

School Name

Phone Number | Email

# Sample Letter for Interested Adopter

Dear \_\_\_\_\_,

My name is \_\_\_\_\_ and I am the Adopt-A-School Coordinator for \_\_\_\_\_(school)\_\_\_\_\_. My job is to manage the **Adopt-A-School Partners** for my campus by making connections that will help develop those community partnerships that will positively impact student achievement. I received a call/email from \_\_\_\_\_, stating that \_\_\_\_\_(organization)\_\_\_\_\_ is interested in partnering with our school. I would like to personally invite you to join our HEB ISD Adopt-A-School program and become a partner in education. Your organization can become a campus adopter, and work with one school, or you can become a district adopter, and work with multiple schools, or even the entire district. We believe that when we involve the community through programs like Adopt-A-School, we are increasing the opportunity for success in each student.

Attached is a **2017-2018** adopter agreement form. If you decide to join our Adopt-A-School, please complete agreement and email it back to me.

Additional benefits you will receive as an adopter are as follows:

- Adopter certificate for display within your organization
- Recognition in District publications and website
- Inclusion in our adopter directory, which is distributed throughout the District, to patronize your business
- Recognition at annual Spring Celebration awards luncheon
- Partnership awards to recognize extraordinary efforts by large, small, or district adopters

Thank you for your interest and support. I look forward to working with you and connecting you our school. Please feel free to contact me with any questions or ideas that you may have.

Sincerely,

Name

Title

School Name

Phone Number | Email

# Sample Letter for Adopter Renewal

Dear HEB ISD Adopt-A-School Partner,

I would like to take this opportunity to thank you for supporting us as a 2015-2016 HEB ISD district adopter. Your support has contributed in helping us reach our district's goal of student success. My name is \_\_\_(name)\_\_\_\_\_ and I am \_\_\_\_\_(school)\_\_\_\_\_ Adopt A School Coordinator. My job is to manage the Adopt-A-School Partners for my campus and make connections that will help develop those community partnerships that will positively impact student achievement. With the 2016-2017 school year under way, I would like to personally invite you to continue your support by renewing your commitment to the HEB ISD Adopt-A-School program. As in previous years, you are able to adopt specific campuses, or the district as a whole. We believe that when you involve the community through programs like Adopt-A-School, you are increasing the opportunity for success in each student in every school.

Attached is a 2016-2017 adopter agreement form. If you decide to renew, please complete agreement and mail or email it back to my attention. We would like to have all of our agreement forms sent to us by **Monday, November 6th, 2017**. Timely response will ensure your company or organization's name will be added to our list of supporters on the HEB ISD webpage.

Additional benefits you will receive as an adopter are as follows:

- Adopter certificate for display within your organization
- Recognition in District publications and website
- Inclusion in our adopter directory, which is distributed throughout the District, to patronize your business
- Recognition at annual Spring Celebration awards luncheon
- Partnership awards to recognize extraordinary efforts by large, small, or district adopters

If you have already sent us an agreement for the 2016-2017 school year, we appreciate your support for this coming year! Please feel free to contact me with any questions or ideas that you may have.

Sincerely,

Name

Title

School Name

Phone Number | Email