

Teacher Appreciation Implementation Guide for Schools



Table of Contents

What is the Teacher Appreciation Project? 3

Three reasons to conduct a Teacher Appreciation Campaign at your school 4

How to conduct a Teacher Appreciation Campaign 5

Frequently Asked Questions 10

Teacher Appreciation Campaign Case Study 13



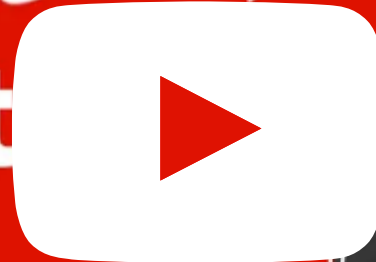
The Teacher Appreciation Project




Share

Do you have 90 seconds to learn about

The *Teacher* Appreciation Project?



Watch on  YouTube

The Teacher Appreciation Project is an excellent way to recognize and appreciate the contributions of teachers.

Three reasons to conduct a Teacher Appreciation Campaign at your school

1

IT BOOSTS MORALE AND PUBLIC SUPPORT

- A kind word can go a long way. While teachers greatly appreciate the private notes of gratitude they receive from parents and students, appreciations submitted for your campaign are publicly posted to the [Teacher Stories website](https://www.teacherstories.org) for all to enjoy.
- This online tool encourages students, parents, and school leaders to submit public messages of appreciation to educators. This shared experience can deepen connections with stakeholders and strengthen school climate.

2

IT'S EASY!

- With support from Teacher Stories, you can honor your teachers in just three simple steps.
- Teacher Stories staff review all submissions and are available to help during any step in the process.
- The Appreciation system automatically notifies honored teachers when their email addresses are included with submissions.

3

IT'S FREE! NEED WE SAY MORE?

- No gimmicks, no ads, no sharing email addresses.
- If you still have questions, feel free to email us at info@teacherstories.org or keep reading to learn how to launch a Teacher Appreciation campaign in three easy steps.

How to conduct a Teacher Appreciation Campaign at your school

IN 3 EASY STEPS



STEP 1

Discuss the concept of the teacher appreciation campaign and its benefits with administrators, school leaders, and parent leaders.

- Send an email, inviting your colleagues to learn more. [Sample email templates can be accessed here.](#)
- Share [this 2-minute video](#) about the Teacher Appreciation Project with your colleagues. Send an email message about the campaign, when it will be launched, and who will be invited to submit appreciations. Explain how appreciations for the school and for individual teachers can be viewed. [Click here to sample email message to teachers.](#)

STEP 2

Promote your campaign

- Invite parents and students to submit their appreciations. These email messages should indicate when the campaign will be launched, how long it will run, and instructions on how to submit an appreciation. [Sample email templates can be accessed here.](#)
- Consider adding a message about your school's appreciation campaign on your school's website.
- Share your campaign via social media.

STEP 3

Follow-up with your school community after the campaign has been launched.

- Periodically share the URL for you your school's Appreciations with your school community so they can view the current collection of appreciations.
- Send a follow-up email message to parents and students. Remind them to submit their appreciations and invite them to review recent submissions. Be sure to include the URL for your school's appreciations. [Sample reminder messages can be accessed here.](#)

SEND A MESSAGE TO INFO@TEACHERSTORIES.ORG

Follow-up with us at info@teacherstories.org if...

- You need help with your appreciation campaign.
- You have suggestions for the Teacher Appreciation Guide or the Teacher Appreciation webpage.
- You want to share a story about a successful Teacher Appreciation campaign at your school.

Frequently Asked Questions



WHAT DOES IT COST TO RUN AN APPRECIATION CAMPAIGN?

Conducting a teacher appreciation campaign is FREE and Teacher Stories does not run ads or share email addresses.

WHAT IF SOMEONE SUBMITS AN INAPPROPRIATE MESSAGE?

Before publishing new appreciations, Teacher Stories reviews each submission. Occasionally we edit the text to correct minor errors (e.g., punctuation and spelling). Inappropriate submissions (e.g., foul language, and negative comments) are not published.

HOW DO TEACHERS KNOW THAT THEY HAVE BEEN APPRECIATED?

After Teacher Stories staff have approved a submission an email message is immediately sent to the teacher who has been appreciated, assuming that the person submitting the message was able to include the email address of the teacher.

The email sent to the teacher indicates who submitted the appreciation, the appreciation message, and a link to the appreciation on the Teacher Stories website.

HOW CAN ONE VIEW THE APPRECIATIONS FOR AN INDIVIDUAL DISTRICT, SCHOOL, OR TEACHER?

To view the appreciations that have been submitted for an individual district, school, or teacher go to the View [Teacher Appreciations page](#), then follow these steps:

Click on Find Appreciations By Teacher, School, or District

Enter your search criteria (e.g., School = Main Street Elementary; District = Anywhere Unified) and then hit the Search button.

If the Teacher Appreciations page displays the messages you are looking for, click on the URL in your web browser to select it, then select Copy from the Edit menu. The URL you have selected can be sent to others, used in an email message, posted on a website and the records matching your criteria (including new ones that have been added) will appear when the URL has been selected.

A case study



PARENTS AND TEACHERS AT THE THE INTERNATIONAL SCHOOL OF MONTEREY APPRECIATE THEIR TEACHERS

In the fall of 2020, Sean Madden, the principal of the International School of Monterey (ISM), and his Assistant Principal for School Culture & Community, Susie Shin-Ma, launched a teacher appreciation campaign at their school. With sample email messages provided by Teacher Stories, they invited the school's parents and students to submit written appreciations for their teachers.

This occurred in the midst of the COVID-19 pandemic, when all classes were being conducted virtually, when teachers, parents, and students had no face-to-face-content with one another. Teachers and administrators at ISM were scrambling ensure the technology was working properly, that teachers, students, and parents had all of the support they needed to optimize learning.

Implementing a new initiative, especially a non-essential one like a teacher appreciation campaign, was likely a low priority for these administrators, but after realizing...

the potential benefits in terms of the emotional boost such a campaign might be for the whole school community, and after seeing how easy it would be to get it off the ground, they modified the sample email messages Teacher Stories staff gave them and sent them to students and parents simply asking them to express a word of gratitude for their teachers.

Within two weeks students and parents ISM had submitted over 100 appreciations. A student named Remi wrote this about her teacher, Mr. Mathews:

“

I am thankful you are always there whether I am struggling in math or just for any class like design. I appreciate how you always give us chances to speak and how when we do not know the answer you do not judge us for us being confused. Thank you for being a good teacher and helping me when I need it.

”

Cathy Nuovo, a parent, shared this note of gratitude for Ms. Sullivan, her child's 4th-grade teacher: "Your patience, enthusiasm, and kindness have not gone unnoticed during this year of online distance learning. You are such an amazing example of a teacher who goes the extra mile to make sure your students are all on the same page. It's not an easy task to keep 4th graders engaged especially in these trying times...We thank you for setting up extra time out of your already busy day to help [our daughter] excel in her studies. You are a true 'gem' Ms. Sullivan, and for you, we are truly grateful."

Mr. Cornfield, a 2nd-grade teacher, expressed this sentiment about the appreciations he received from a student and parent: "Receiving those kind words was incredibly sweet! Teaching can sometimes be a thankless job, but I feel very fortunate to work at a school where there's a strong sense of community and appreciation; we are often reminded (even in little ways) what our impact is on our students and their families, and hearing it from an outside source (TeacherStories.org) was pretty awesome. It made me feel like my impact is going beyond just the walls of my classroom (er, I guess right now, the screen of my Zoom!)."

After seeing many of the appreciations that had been submitted for many ISM teachers, school principal Mr. Madden sent this message to Teacher Stories,



Thank you again for creating this fantastic interface for students and families to tell their Teacher Stories. The success of our recent invitation is a tribute to how great our teachers really are as well as how easy and inviting you have made the interface for recognizing them.

