



# Be a Teacher Day — Toolkit —





# Table of Contents

Title	Page Number
Introduction	2
Toolkit Overview	3
Timeline & Checklist	4
Budgeting Guide	5
Fundraising & Sponsorship Ideas	6
Venue Selection	7-8
Event Agendas & Activity Plans	9
College Fair	10
Evaluation & Feedback	11
Using Survey Data Effectively	12
Showcasing Your Event	13
Event Press Releases	14



# Introduction

## Empowering Future Educators


Be a Teacher Day™ is a nationwide initiative developed to address the urgent teacher shortage by inspiring and educating the next generation of educators. Scheduled on the third Thursday in October, this event provides an opportunity for students to learn about the varied and rewarding paths in education, fostering connections with teacher preparation programs to guide them in this impactful career.


## Background & Purpose

The teaching profession faces a severe shortage, with trends showing a significant need for passionate educators across all levels. Be a Teacher Day™ aims to address this gap by showcasing the rich diversity of educational roles and educators' profound impact on communities. Through engaging experiences and essential connections with post-secondary institutions, we hope to inspire students to consider teaching a fulfilling career choice.

## Education & Training Pathway

The Education and Training Career Pathway  offers many roles that foster learning and development. Careers within this field include:

- **School Administration:** Roles such as superintendent, principal, or education program manager 
- **Teaching:** Early childhood, primary, secondary, or specialized instructional roles
- **Support Services:** Careers as counselors, social workers, teacher assistants, and parent educators

This pathway  invites students to explore and pursue the rewarding journey of influencing lives through education.



# Toolkit Overview


## Resources to Inspire Educators

The Be a Teacher Day™ Toolkit provides resources to help you host meaningful, well-organized events. Included are:

- **Background & Purpose:** Understand the mission behind Be a Teacher Day and inspire students to see education as a viable, impactful career
- **Ready-to-Use Templates:** These materials make event planning simple and effective, from posters to social media posts
- **Student Engagement Ideas:** Suggestions for interactive sessions, guest speakers, and discussions that encourage a passion for teaching
- **Educational Pathways Information:** Guidance on post-secondary programs to help students enter teaching careers

This toolkit is your complete resource to build interest and support future educators in your school or community.


## Editable Resources


The Be a Teacher Day™ Toolkit offers a variety of editable resources available in Canva, Microsoft Word, and Excel formats. While the included samples and templates serve as inspiration and guidance, editable resources allow you to customize each element to perfectly suit your ever  unique needs.



# Timeline & Checklist

## Plan Your Be a Teacher Day

Our step-by-step timeline and checklist simplify event planning, covering key milestones from initial preparation through post-event follow-up. With this resource, you  have all the guidance you need to ensure a successful event that engages and inspires you.

Here  is a sample **Timeline & Checklist** for planning to host Be a Teacher Day in October. This timeline assumes a multi-month planning period to ensure a well-organized and impactful event. Feel free to adjust dates or details as needed.

**Event Planning Timeline & Checklist Template**





# Budgeting Guide

**Developing a budget** helps you organize financial resources, anticipate expenses, and identify opportunities for sponsorships or donations. Use this guide to categorize the costs, allocate funds, and track actual spending against your budget. Below are some tips and a sample template to get you started.

## Budgeting Essentials for a Be a Teacher Day Event

- **Local Partnerships:** Contact nearby businesses, educational organizations, and community leaders. They may be interested in sponsoring event elements such as refreshments, supplies, or guest speakers.
- **In-Kind Contributions:** Ask local printers for donations of printed materials, such as posters or programs, and inquire if local colleges might lend their space free of charge.
- **Fundraisers:** Host a small fundraiser (bake sale, car wash, etc.) in advance to help cover costs.
- **Grants and Education Foundations:** Investigate small grant opportunities or request support from educational foundations that focus on career path ways in teaching.

**Budget & Tracking List Template**

# Fundraising & Sponsorship Ideas

Planning an impactful Be a Teacher Day event can be achieved within budget using targeted fundraising and sponsorship strategies. Here are some practical methods for funding, along with an outreach template for potential sponsors.

## Fundraising Ideas

- **Teacher Appreciation Product Sales:** Design and sell items like T-shirts, tote bags, or mugs with teaching-themed slogans. This is a simple way to raise funds and build awareness for the event.
- **Bake Sale or Community Dinner:** Host a bake sale or dinner (such as a spaghetti night) at the school or a local community center. The social aspect brings the community together and provides a fundraising opportunity.
- **Online Crowdfunding Campaign:** Use platforms like GoFundMe or GiveCampus to create a crowdfunding page explaining the purpose of Be a Teacher Day. Please share it with friends, family, and local networks to reach a broader audience.
- **“Sponsor a Student” Drive:** Reach out to local businesses or community members to cover individual costs for students attending the event, such as transportation, food, or materials.

## Sponsorship Outreach

- **Local Businesses:** Approach businesses such as bookstores, coffee shops, or supply stores. They might sponsor refreshments and materials or offer discounts on products. Many businesses also appreciate the visibility they gain by supporting local education initiatives.
- **Educational Organizations and Colleges:** Partner with nearby colleges, universities, or teacher preparation programs that want to attract future educators. They may help by sponsoring speaker honorariums and venue costs or providing materials for attendees.
- **Community Foundations:** Seek out grants or sponsorships from local organizations focused on education, career readiness, or workforce development. Many foundations provide mini-grants for educational events.




## In-Kind Donations

- **Printing Services:** Ask local print shops to donate or discount printing for event materials.
- **Food and Beverage Donations:** Contact local cafes, bakeries, or grocery stores to see if they'd be willing to provide refreshments.
- **Event Supplies:** Request nametags, folders, or decorations from office supply stores as donations.




# Venue Selection

## Choosing the Ideal Space for Be a Teacher Day

The venue can shape the entire atmosphere and experience of Be a Teacher Day, so  important to choose a space that aligns with the event's goals. Here's  a guide to selecting a venue that will enhance the event's impact and provide an inspiring setting for students to explore the field of education. 

## Types of Venues to Consider

- **Local Schools or High School Gymnasiums:** School settings feel familiar and may be easy to arrange logistically. Gymnasiums or multipurpose rooms can accommodate large groups and can be easily decorated or set up with activity stations.
- **Colleges or Universities:** Partner with local post-secondary institutions, especially those with teacher preparation programs. Colleges often have auditoriums, lecture halls, or student centers that offer a professional atmosphere and can inspire students with a real glimpse into the college experience.
- **Community Centers:** Community centers often provide affordable spaces that can be set up for various activities. They're also an excellent option for larger gatherings and tend to be accessible to community members. 
- **Libraries or Educational Resource Centers:** Libraries provide a quiet, professional space that aligns well with an educational event. Many libraries have meeting rooms that can be reserved, and they may have resources like projectors, screens, or tables for group discussions.
- **Government Buildings or Civic Centers:** Hosting at a government facility, such as a city hall or state capitol, can emphasize the importance of teaching in public service. Some civic buildings have conference rooms or large meeting spaces that might be available for educational events at little to no cost.





# Venue Selection

## Criteria for Choosing the Right Venue



- **Accessibility:** Ensure the venue is accessible to all participants, including those with mobility needs. Consider proximity to public transportation, parking availability, and whether the venue is convenient for students and speakers traveling from nearby schools or colleges.
- **Capacity:** Estimate the number of students, staff, and guest speakers attending and select a venue that comfortably accommodates everyone allowing extra space if turnout exceeds expectations.
- **Facilities and Equipment:** Determine if the venue has essential amenities like Wi-Fi, restrooms, and A/V equipment (microphones, projectors, speakers). Access to tables, chairs, and breakout rooms is also essential if you plan to offer different sessions or workshops.
- **Atmosphere and Inspiration:** Choose a venue that will create an inspiring environment. Educational or professional spaces, like university buildings or libraries, can reinforce the event's focus on teaching as a respected profession.
- **Cost and Availability:** Evaluate your budget and check if the venue aligns with it. Some institutions may offer free or discounted use of their spaces for educational events, especially if you partner with them. Book early, as venues can fill up months in advance.
- **Safety and Supervision:** Make sure the venue provides a safe environment with enough room for supervision. Large spaces with a clear layout and exits are ideal, especially for events where students move between sessions or activities.

## Venue Setup Tips for an Engaging Event

- **Create Designated Zones:** Split the venue into zones or stations: an information area for check-in, a main stage or presentation area, and breakout spaces for workshops and group discussions.
- **Decorate with Educational Themes:** Use motivational quotes about teaching, posters of influential educators, or student-made displays. If space allows, consider adding a welcome banner that emphasizes the Be a Teacher Day theme.
- **Plan Interactive Stations:** For an engaging setup, arrange stations where students can participate in mock interviews, sit in on college presentations, or experience “A Day in the Life of a Teacher” activities. This can encourage students to move around and explore various aspects of teaching.
- **Incorporate a College or Career Fair Area:** If hosting at a larger venue, set up tables where local colleges, universities, and teacher preparation programs can share information and answer questions. This area can be designed to look like a mini college fair, allowing students to gather information on different educational paths.



# Event Agendas & Activity Plans

Each Be a Teacher Day event is unique. Use our  agenda templates to plan sessions that resonate with  students, like small group discussions, panel talks with educators, and sessions with local admissions representatives. Include activities such as “A Day in the Life of a Teacher” and mock interviews to give students a realistic glimpse into the profession.

**Event Agenda Samples & Template**

# College Fair

## Connecting Students with Higher Education

Hosting a College Fair as part of Be a Teacher Day offers students a unique opportunity to explore higher education options and learn about teacher preparation programs. Representatives from colleges and universities can provide valuable insights into the requirements, courses, and career outcomes of education degrees, giving students a clear picture of how to pursue a teaching career.

**Invitation for College Representatives Template**

## Goals of the College Fair

- **Educate Students on Education Pathways:** Introduce students to the educational paths they can take to become teachers or work in related fields, such as counseling, special education, and educational administration.
- **Foster Connections:** Enable students to connect directly with representatives from local colleges, universities, and certification programs. These conversations can provide guidance on the application processes, scholarships, internships, and field experience.
- **Provide Information on Financial Aid & Scholarships:** Help students understand options for financial support, including scholarships for education majors, grants, & federal aid like FAFSA.
- **Showcase Diverse Teaching Pathways:** Present alternative routes into teaching, such as community college transfer options, accelerated programs, and dual-degree programs.

## Sample College Fair Setup

- **College & University Tables:** Each institution can set up a table with brochures, course catalogs, application materials, and scholarship information.
- **Breakout Information Sessions:** Schedule 15-20 minute breakout sessions or mini-presentations by individual colleges to provide more in-depth information on their programs and application tips.
- **Financial Aid Information Booth:** Include a booth with information on financial aid, scholarships, & other funding to help students understand the financial aspects of pursuing an education degree.
- **Educator Alumni Area:** Invite alumni from teaching programs and are now working in education. Alumni can provide real-life perspectives on their college experience and the teaching profession.



# Evaluation & Feedback

## Measuring Impact with Surveys

Gathering feedback from Be a Teacher Day participants is essential to understanding the event's effectiveness and gauging students' interest in teaching careers. By using pre- and post-event surveys, you can measure changes in students' perceptions of teaching, their interest in pursuing an education career, and the event overall.

## Goals of Evaluation & Feedback

- **Assess Knowledge and Interest Growth:** Measure how students' knowledge and interest in teaching change as a result of the event.
- **Identify Strengths and Areas for Improvement:** Use feedback to recognize which activities were most effective and where there is room for improvement.
- **Guide Future Planning:** Gather insights to make adjustments for future events, ensuring Be a Teacher Day remains engaging and informative.

**Pre- & Post-Event Surveys**



# Using Survey Data Effectively

- **Analyze Changes in Interest and Familiarity:** Compare responses from pre- and post-event surveys to see if students gained more familiarity with teaching and whether their interest in the profession increased.
- **Evaluate Specific Activities:** Review which sessions or activities students found most valuable. Use this feedback to prioritize popular segments and improve or adjust less impactful parts.
- **Identify Recurring Themes in Open Responses:** Pay attention to any common themes or suggestions that appear in open-ended responses. These can provide valuable insights into adjustments that can make the event more engaging.
- **Measure Overall Satisfaction:** Use satisfaction ratings to determine general success and student satisfaction. If satisfaction ratings are low in certain areas, investigate specific comments for ideas on improvement.
- **Summarize and Share Findings:** Create a brief report or summary of the feedback collected and share it with key stakeholders. Highlight strengths, areas for improvement, and plans for future events.

## Strategies for Collecting Feedback

- **Digital Surveys:** Use online survey platforms like Google Forms or SurveyMonkey to make it easy for students to respond digitally, either during or immediately following the event.
- **Anonymous Feedback:** Ensure anonymity to encourage honest feedback.
- **In-Person Reflection:** Consider having a quick reflection activity after the event where students can write down one thing they learned and one area they want to explore further. This can be a valuable supplement to the post-event survey.

By systematically evaluating Be a Teacher Day with these surveys, your chapter can gain a clear view of the event's impact and continue to enhance the experience for future participants.





# Showcasing Your Event

## Share Your Success

After putting time and effort into planning Be a Teacher Day, it is essential to celebrate and showcase its impact. By promoting the event through social media, testimonials, photos, and national registrations, you can inspire others to host their own events and shine a spotlight on the teaching profession. Below are ideas and sample content for effectively sharing your success.

These promotion strategies provide a robust framework for sharing the success of Be a Teacher Day, amplifying its impact, and inspiring others to join the movement to encourage future educators.





## Social Media Guide

Leverage the power of social media to reach a broad audience and create excitement before, during, and after Be A Teacher Day. **#BeATeacherDay**




**Social Media Guide**

# Event Press Releases

## Pre-Event Teasers

- **Countdown Posts:** Share a countdown, such as “3 days until Be a Teacher Day!  you ready to learn about the teaching profession?”
- **Speaker Highlights:** “We  thrilled to welcome [Speaker s Name], [Role/Title] at Be a Teacher Day! Get ready to hear their inspiring journey in education. #BeATeacherDay” 

## Post-Event Teasers

- **Photo Carousel:** Share a series of highlights from the day, such as group photos, activities, or panels.
- **Student Testimonials:** “Here  what our students had to say about Be a Teacher Day: ‘This event showed me how rewarding teaching can be!’ #BeATeacherDay”
- **Event Recap Video:** Share a short recap video (1-2 minutes) that summarizes key moments, interactions, and takeaways. Caption idea: “Thank you to everyone who made #BeATeacherDay a success! Here  a  look at our incredible day.”

**Pre- & Post-Event Press Releases**

