

School Rewards are a must!

Educators know that there are few things more powerful than being praised in front of peers. One of the best parts about hosting Drug Free Clubs of America is that schools can use the club as fuel for a positive school culture. **Every time a member is recognized, the program's influence grows throughout the student body.**

CONSISTENCY IS KEY!



No matter how big or how small, an ongoing “drip” of rewards reminds students that their commitment to remaining drug free should be celebrated. This sets members on a pedestal and creates the desire within non-members to join. Having student officers design rewards will make them more desirable. This is the main way to create positive peer-to-peer influence with your club.

Rewards do not have to be expensive – just get your student officers together with your school calendar and BE CREATIVE! HINT: Build excitement for raffles (while slyly showing members who else is in your club) by announcing that there will be a drawing and having them show their DFCA ID to put their name in in the hopper.

Here are some ideas of what other Drug Free Club chapters do...

- **Beat the rush** – DFCA members get out 5 minutes early to get out of the parking lot fast! If you have a big club this can be done by class, by alphabet, by floor, or by drawing random room numbers ahead of time.
- **Class vs class** – Early in the year announce that the class with the highest percentage of participation in DFCA will earn a prize or certain privilege!
- **Out of uniform** – When the rest of the kids are in their uniforms, DFCA is not! This is another way for students to see who is in the club with them.
- **Field Trips** – It is hard to find anything that motivates students more than the chance to go on a field trip. Members love going, and non-members wish they had joined. Make sure this special Drug Free Clubs recognition day is in all of your marketing and it will certainly increase your student participation!
- **Tournament Time** – Student officer's choice of sport - Ping pong, Bags, Softball, Volleyball, etc. Amp it up by involving challenges against admin, staff or coaches!
- **Spirit Gear** – Students receive a certificate to be used for a discount on school spirit wear (redeem only with DFCA ID), or give away gear during the year!
- **Free Entry to Sporting Events** – The Club Card is all a student needs for entry to all or designated athletic events! (Can't forego the funds? Get a local business to sponsor the reward night to cover entry fees for drug free teens. Perfect for Realtors, insurance, attorneys, doctors, etc. Take a moment at half-time to recognize the members and applaud the business. It's great PR!)
- **Spread the word** – Incorporate DFCA into the classroom with writing contests, PSA creations, or artistic expressions based on drugs, addiction, staying drug free, peer pressure, or other related topics. The best project or piece wins!

- **Big Cookie Day** – Show your Card to receive a free big cookie at lunch! (Just drop a tub of cookie dough off to the lunch staff in the morning. This one is super simple and VERY effective.)
- **Box / Court Side / Field Side Seats** – Schools that have highly desired seating areas in their facilities or at special events can use that as a fantastic reward for a member and some friends during the big game, or for the upcoming production! Make it even more special by placing reserved signs on the seats ahead of time with the member's name!
- **Line Jump Day** – Members use their DFCA ID as a pass to jump to the front of the lunch line on popular lunch days! Depending on the size of your club you can do it for all members at once, at a random moment in time, or one class or specific group at a time.
- **Half-Court Shot / Goal Kick** – At half time DFCA members can take a shot for a chance to win a prize! Form a line to take your shot or show the DFCA ID to put your name in a hat for your chance.
- **Hot Chocolate Bar / Free Beverage** – A student shows their Club Card to enjoy a special hot chocolate bar or coffee from the school, or a free drink from the concession stand once a month!
- **Discounted tickets for school dances** – to all members or raffle some off!
- **Gift Card Giveaways** – Gift cards from local businesses are raffled off throughout the school year, and at special events. Try to do regular Friday drawings.
- **Rock Star Parking** – Reserve the best parking for lucky members whose name gets picked!
- **Ice cream parties** – Just like the hot chocolate bar, but for those hot days toward the end of the school year.
- **Popcorn Give-away** –Free popcorn at lunch or at the big game with a DFCA ID!
- **Lounge Lizards** – Designate a little-used room or certain area as your DFCA lounge. Open for business once a month with student officers giving out popcorn or other goodies. Music, computers, and inspirational posters create a spot where members can hang out! Use that time to ask the members if they have any new ideas about rewards!
- **Designer Challenge** – find a local business, group of parents, or maybe the alumni association to sponsor t-shirts designed by members. Take votes, and the best design wins!
- **Red, White, and Blue Graduation Cords** – for those in DFCA senior year, or reserve the privilege for those in DFCA for all 4 years of high school.
- **And of course, old reliable... Pizza Parties!**

