



## CHAPTER FOUR

# REWARDS

There are two types of rewards in DFCA, and both play an important role in establishing your Chapter. These rewards help with recruiting to show that this club is a cool and exuberant part of high school life now. Imagine how great they will feel every time your school shows respect for their decision! Think about the powerful message when members get to pull out their ID card to get a perk in front of their friends! Rewards should be a focus over the summer or early fall to be ready for the school year. They can be added throughout the year as more businesses want to be involved as the Club's notoriety grows.

1. IN-SCHOOL REWARDS
2. COMMUNITY REWARDS
3. SPREADING THE WORD

# REWARDS

## **IN-SCHOOL REWARDS**

Recognizing members in front of their peers is a powerful tool in making your members feel confident about their decision to join. In our student surveys, this item is near the top of the list of reasons why they join DFCA. In-School Rewards can also be a great recruitment tool in gaining new members.

Pick a date and time to have a meeting with all your ambassadors. Make this an inspiring meeting and a blowout of a brainstorming session. Order some pizzas, drinks, snacks, and have some music to get the mood in the room upbeat and energized.

The next page can be printed and shared with your Ambassadors when establishing the rewards for your school. Recognizing your members one or two times a month strengthens the message that your school believes in the message that your Ambassadors are promoting. Once you get the Ambassadors' buy-in for these subjects, enter them into the Rewards Schedule, and it will help take your program to the next level.

If you show how exciting this is to you, they will start to really believe this is a great idea. Remember anyone can do it if they care enough!

## In-School Reward Schedule

**September**

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**October**

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**November**

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**December**

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**January**

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**February**

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**March**

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**April**

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**May**

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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 THE 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 amongst non-members to join. Having student ambassadors 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 ambassadors 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 the hopper.

### **Here are some ideas of what other Drug Free Clubs of America 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/ Team vs. Team** – 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 ambassador'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 / Courtside / 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 ambassadors 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-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!

## **COMMUNITY REWARDS**

This is a great part of Drug Free Clubs of America where the community gets to engage in your effort to recognize DFCA Members. The Community Rewards program opens doors and sparks positive discussions about the drug epidemic which affects many communities. It's amazing what can happen within a community when everyone works together for one common goal

Ask your Ambassadors to let you know some of the Community Rewards they would like to see when it is time to go out and get those businesses on board! You can do this as a team of students (consider having an adult with them), school staff or even engage your community by finding a civic group to help out.

Civic groups can be a hotspot to generate leads, ideas, and volunteers for these reward partners. Think about speaking to your local Rotary, Lions, Jaycees, Elks, Moose, or Kiwanis Clubs to tell them more about DFCA. Many of these members are business owners themselves so it can get you right to the source of the people who are trying to reach. These organizations are often looking for speakers at their meetings. Drug Free Clubs of America offers a powerful message for your school to show that you are working hard to protect these teens.

Business owners are struggling to find employees who can pass a drug test. With DFCA you are all working together to improve that situation as a community. If you can find one of these groups to adopt DFCA Community Rewards as a project, you will have made a fantastic alliance for your school!

We are trying to recruit a wide variety of students into DFCA so our rewards will need to cater to a wide offering of different businesses to make this attractive to the masses. One reward may inspire student A, but student B thinks it's silly. That's okay!

Ideas can always be with a percentage off, dollar amount discount, or a freebie.

1. Restaurants of all types such as pizza places, ice cream parlors, coffee shops, Mexican restaurants, or any popular restaurant that your members frequent.
2. Businesses that entertain with bowling, arcade, miniature golf, paintball, gyms, or other adventurous activities are a great way to provide them a thrill for being in DFCA.
3. Barber shops, salons, or spas offering a discount on certain services, or a few dollars off a haircut.
4. Events or concerts in your area that naturally bring teens together.
5. Retail shops like clothing, flower shop, hobby store, bike shop, auto parts, carwash, dress shop, and tux rentals.

## **HOW TO APPROACH BUSINESSES**

Calling on these businesses can be a coordinator-only activity, but these calls can also be made with your Student Ambassadors to help with buy-in. Setting these Community Rewards sounds like a no-brainer for local businesses to support these teens, but it is important to communicate what is needed, what they are offering, and what's in it for them.

Here are a few steps:

1. When approaching store employees always ask if they are the manager or owner. It may be obvious that they aren't, but you will have paid them a nice compliment that you thought they were, and they will get you in contact with the appropriate person. Getting in touch with the decision maker will be important.
2. Share the Rewards Request Letter on the following page with the businesses you're speaking with to help them understand exactly what you're asking for.
3. Have copies of your DFCA Community Reward Authorization Form to show what you need them to sign (copy provided on page 4.8). The form must be COMPLETELY filled out so that we can add their reward and company name to your chapter's page on the DFCA website. It is nice, free advertising for them too!
4. Return the signed form to DFCA, and we will send them an appreciation packet.
5. When they receive their packet, it will have a Drug Free Clubs of America window cling that can be displayed to signify there are rewards offered inside. This window cling shows patrons that this is a community-minded business and may also attract other businesses to become a positive community supporter. The welcome packet will also have a laminated sign so they can use a dry erase marker to write in their offering so they can share this with their staff or even offer new deals from time to time. In the welcome letter, we invite them to refer us to any neighboring businesses they may know who want to get involved.
6. The reward authorization form can also be completed at [DrugFreeClubs.com](http://DrugFreeClubs.com), so you can consider a digital campaign.
7. Once you've received the authorization form, email it to your DFCA contact so the reward can be added to [www.DrugFreeClubs.com](http://www.DrugFreeClubs.com) and a reward packet can be sent to the business.

**\*The following two pages are documents that can be used when talking to businesses\***

**What would you say if I told you that your business can help keep local teens drug free, without writing a check? Honestly. You can, and it's easy.**



Drug Free Clubs of America (DFCA) is a program based on rewarding students in our schools who **volunteer** for drug testing throughout their school year. Since members are tested, when they find themselves in a high-pressure situation with drugs they can easily escape by saying "I can't, I get tested". And...their friends know it's true because they have been seen getting rewards!

That is where you come in. We depend on businesses like yours to join us in this fight to keep our youth drug free. Please will you consider becoming one of our "Community Reward Partners"? By saying yes, you strengthen the message to local teens that their choice to stay drug free is a priority.

Each student who passes their drug test (test results are just between the club and parents), receives a full color photo ID Club Card validating their membership. **All you do is decide what you could offer as a reward that would make a teen feel special. When a member shows you their Club ID, you fulfill the offer.** Your reward makes current members feel good about their choices and may motivate new members to join the program. This means that more teens will have drug testing as a safety net, to protect them in high-pressure situations with drugs by saying, "I can't, I get tested". Your offer could have a great impact. If rewards didn't work to steer choices, you wouldn't have a reward credit card right now!

With this letter is a "Reward Authorization Form". Once it is completed it can be faxed to Drug Free Clubs at (877) 418-6668. If you prefer this can also be filled out at DrugFreeClubs.com. Your business will receive an appreciation packet including a window cling to show DFCA members that they can be rewarded at your location, and so everyone else knows that your business gives back to the community. You will also receive a laminated sign to write your offer with a dry erase marker. Please let us know on the form if more than one cling & sign are needed.

Please use the contact information below if you have any further questions. Thank you so much in advance for participating. *Your reward will mean a great deal to the students.*

Our community representative's information:

In appreciation



## Community Reward Authorization Form

\_\_\_\_\_  
(Name of business, individual, or entity)

**We would like to offer a reward to members of Drug Free Clubs of America (DFCA) to recognize and encourage their choice to remain drug free.**

The following "Community Reward" offer(s) may be made:

\_\_\_\_\_  
\_\_\_\_\_

☐

**All members are eligible** - or - only members at the following school(s) are eligible:

\_\_\_\_\_

Redeemable by: \_\_\_\_\_ Simply show a valid DFCA photo ID card.

\_\_\_\_\_ This business will provide a printed coupon/voucher for members to present along with their valid DFCA photo ID Card.

Participating Business Locations/Limitations/Restrictions, if any. (Continue on back if needed):

\_\_\_\_\_

**By signing below, I confirm that:**

1. I have the authority to present this offer as detailed on this agreement
2. I am not relying upon any promise, or representation of return other than as previously stated
3. The above reward offer will remain in place until a written request is made, upon which time any parties involved will comply with the request within two calendar weeks.

Signed:

\_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Best Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_

Reward secured by (school): \_\_\_\_\_

## SPREADING THE WORD

Now that you have your community rewards set up you need to get the word out to your members on where their new DFCA ID Card can take them. The simplest way for them to find their rewards is to use the QR Code on their Drug Free Clubs of America Photo ID Card.

Many Ambassadors make handouts to give out on test day and posters listing these rewards. This not only helps get the word out to your student members, but it is also a great way to thank and promote those businesses who are supporting DFCA. You can also use this as part of your weekly announcements at school to highlight a reward to let everyone know about a certain restaurant, event, or perk that one of your partners might have in place.

Consider designating a DFCA communications area in your school to post rewards, events and news!