

Introducing Iowa's Everyday Heroes	1
Iowa's Everyday Heroes.....	2
District Storytelling Toolkit.....	3
Celebrating the people who make Iowa's community school districts extraordinary every day.....	3
Welcome.....	3
Campaign Goals	3
Getting Started.....	3
Level 1—Share.....	4
Level 2—Celebrate	4
Level 3—Tell Your Story	4
Who Is an Everyday Hero?	5
Tell the Story.....	5
1. Choose Your Hero	6
2. Tell Their Story	6
3. Share Their Story	6
Communication Templates	7
Storytelling Calendar.....	8
September.....	9
October	10
November.....	10
December.....	10
January	10
February.....	10
March	10
April	10
May.....	10
Bring the Community In.....	11
Launch the Everyday Heroes Challenge.....	11
Build a Hero Wall	11
Advocacy Through Storytelling	12

Share Your Stories	13
#IAEdHeroes	13
Remember... ..	13
Need printed campaign materials?	13

Introducing Iowa's Everyday Heroes

Every school has stories worth telling.

Every district has everyday heroes.

Every day, people across Iowa's public schools make a difference in the lives of students. They are teachers, paraeducators, bus drivers, custodians, nutrition staff, administrators, school board members, volunteers, parents, and countless others who show up with dedication and purpose. They don't do it for recognition—but they deserve it.

That's why we're inviting you to join **Iowa's Everyday Heroes**—a statewide storytelling initiative that celebrates the people behind student success and strengthens public confidence in Iowa's community school districts.

Participating is simple. Choose an Everyday Hero, share their story in whatever way works best for your district, and tag it with **#IAEdHeroes**. IASB will help amplify these stories across the state, creating a powerful collection of authentic examples that celebrate public education and the people who make it possible.

Inside this toolkit, you'll find ready-to-use resources to make participation easy. Whether you share one story or many, every story helps showcase the extraordinary people who make Iowa's public schools and communities stronger.

Thank you for helping us tell the stories that matter.

With appreciation,

The IASB Communications Team

Iowa's Everyday Heroes

District Storytelling Toolkit

Celebrating the people who make Iowa's community school districts extraordinary every day.

Welcome

Every school has stories worth telling.
Every hallway has someone making a difference.
Every district has everyday heroes.

The **Iowa's Everyday Heroes** campaign is designed to help your district recognize the people who make your schools and communities stronger every day.

IASB provides the tools. **You tell your story.**

Campaign Goals

Together, we'll:

- Celebrate the people behind student success.
- Build pride within our schools and communities.
- Strengthen trust in public community school districts through authentic storytelling.
- Recognize the incredible work happening every day in Iowa schools.

Getting Started

You don't have to do everything. Start where you are and build from there.

Whether you share a single story or make Iowa's Everyday Heroes part of your year-round communications, we've created ready-to-use templates and ideas to make it easy to get started.

Choose your school color, pick a level, and start telling your story!

Level 1—Share

An easy way to get started.

- Download and personalize campaign graphics.
- Ask staff, students and families to nominate an Everyday Hero.
- Share a Hero or group of Heroes on social media.
- Use **#IAEdHeroes**

Start with one story, then work your way up to monthly recognitions.

Level 2—Celebrate

Make recognition a regular part of your communications.

- Highlight one Everyday Hero each month.
- Share a photo and short story.
- Feature Heroes in your newsletter or on your website.
- Recognize Heroes at board meetings or school events.

One hero. One story. Every month.

Level 3—Tell Your Story

Build Everyday Heroes into your district's year-round storytelling.

Ideas include:

- Hero of the Week or Month
- Short videos

- Student or staff interviews
- Hero spotlights
- Community partner stories
- Local media features
- Stories shared with legislators and community leaders

Use **#IAEdHeroes** and IASB will help amplify your stories statewide.

Who Is an Everyday Hero?

Heroes can include anyone who positively impacts students.

- | | |
|----------------------------------|-------------------------|
| • Teachers | • Community Partners |
| • Paraeducators | • Parents |
| • Custodians & Maintenance Staff | • Students |
| • Bus Drivers | • Activity Sponsors |
| • Nutrition Staff | • District Office Staff |
| • Secretaries | • Technology Staff |
| • School Nurses | • School Social Workers |
| • School Counselors | • AEA Staff |
| • Administrators | • School Safety Staff |
| • School Board Members | • Alumni |
| • Volunteers | |
| • Crossing Guards | |
| • Coaches | |

However you participate, every story matters.

By the end of the year, your district can have a collection of stories that celebrates your people and shows your community the impact of your public schools.

Tell the Story

Use the templates in this toolkit to recognize an Everyday Hero and show the impact they have on your students and school community.

1. Choose Your Hero

Think about someone who makes a difference every day—a teacher, staff member, board member, volunteer, parent, student, or community partner.

Ask:

- Who makes a difference?
- What makes them special?
- What do they do that others may not see?
- How have they impacted students or your school community?

2. Tell Their Story

Use a photo, short video, or written story to bring your hero to life.

For video, keep it simple—under 30 seconds, recorded on a phone.

Ask your hero, a student, colleague, or community member:

- Who is your Everyday Hero?
- What makes them special?
- What's one thing they do that makes a difference?
- Why are you thankful for them?

Don't worry about making it perfect. Authentic is better than perfect.

3. Share Their Story

Use your story wherever it makes sense for your district:

- Social media
- District website
- Newsletter
- Board meeting

- School or hallway display – Hero Wall
- Staff appreciation event
- Local media
- Legislators and community leaders

Use **#IAEdHeroes** when sharing on social media so IASB can help amplify your stories.

One hero. One story. Every month.

By the end of the year, you'll have a collection of stories that shows your community the people, moments, and impact behind your public schools.

Communication Templates

We've made it easy to participate. Personalize these ready-to-use templates and resources to help you promote the campaign.

- [Social media graphics](#)
- [Social media caption guide](#)
- [Newsletter article - Celebrate an Everyday Hero](#)
- [Press Release & Newsletter Announcements](#)
- Hero nomination forms
 - [Google Forms Template](#)
 - [Microsoft Forms Template](#)
- [Video recording tips](#)
- [Recognition certificates](#)
- [Posters](#)
- [Advocacy Letter](#)

Storytelling Calendar

You don't have to start from scratch. Use this calendar to find timely opportunities throughout the school year to recognize the people who make a difference in your schools and community.

Each month includes national recognition days, weeks, and months that can help you identify an Everyday Hero and inspire a story.

SEPTEMBER National Recognitions • National Arts in Education Week • National IT Professionals Day Welcome Back Heroes • New teacher spotlight • Bus driver appreciation • First-day heroes	OCTOBER National Recognitions • National Principal Month • Custodial Workers Celebration Day • National Instructional Coaches Day • Safe Schools Week • National School Lunch Week • National Health Education Week Behind the Scenes Heroes • Custodians & Maintenance staff • Nutrition staff	NOVEMBER National Recognitions • School Psychology Week • Education Support Professional's Day • Substitute Teacher Day • American Education Week Office Heroes • District Office staff • Secretaries
DECEMBER National Recognitions • National Special Education Day Staff Heroes • Teachers • School Counselors • Librarians	JANUARY Extracurricular-Club Heroes • Teachers, coaches & mentors	FEBRUARY National Recognitions • School Counseling Week AEA Heroes • AEA Staff Members
MARCH National Recognitions • School Social Work Week • Pi Day/International Mathematics Day Community Heroes • Community partners • Activity sponsors • Parents	APRIL National Recognitions • Autism Awareness Month • Occupational Therapy Month • Paraprofessional Recognition Day • National Library Week • Administrative Professionals Day Staff Heroes • School Safety staff • Technology staff • Teachers	MAY National Recognitions • National Physical Education Week • National Music Week • National Teacher Appreciation Week/Day • School Communicators Day • National School Nurse Day Board Members • Iowa School Board Recognition Month

You don't need to participate every month or every recognition day. **Choose the opportunities that feel authentic to your district and your community.**

Bring the Community In

Your Everyday Heroes don't stop at the school doors. Invite families, alumni, businesses, community organizations and local leaders to join the conversation and share who makes a difference in their lives.

Invite members of your community to participate, including:

- Parents
- Alumni
- Local businesses
- First responders
- Civic organizations
- Chambers of Commerce
- Legislators

Launch the Everyday Heroes Challenge

Invite community members to record a short video answering:

"Who is your Everyday Hero?"

Ask them to share why that person makes a difference and nominate someone else to participate.

Build a Hero Wall

Set up a display at your school, community event, library or business. Give community members recognition cards and invite them to write the name of their Everyday Hero and why they deserve recognition.

Make it a community-wide conversation. Ask your mayor. Ask a local business owner. Ask an alum. Ask a parent. Ask a legislator.

"Who is your Everyday Hero?"

Their answers may surprise you—and together, they'll help tell the story of what makes your community strong.

Advocacy Through Storytelling

Your Everyday Hero stories give legislators, community leaders, local media, and business partners a firsthand look at the people and experiences behind Iowa's public schools.

- [Advocacy Letter](#)

Share your Everyday Hero stories with:

- Legislators
- Community leaders
- Local media
- Business partners

Stories help people understand the real impact of public education through the people who serve students every day. They give your community a reason to connect with, support, and advocate for strong public schools.

Make it personal. A specific story about a person and their impact is more powerful than a list of accomplishments or statistics.

Share Your Stories

Post to whatever social media platform(s) your district already uses.

Tag IASB and use:

#IAEdHeroes

We'll help amplify your district's stories across Iowa.

Remember...

One hero. One story. Every month. Together, these stories can help tell a bigger story about the people behind student success—and why **Public Schools. Community Strong.**

Need printed campaign materials?

Reach out to your AEA to learn how they can help you showcase the people who make your schools and communities stronger every day.

Behind every student success is an everyday hero.
Let their story be seen.

[How to Order!](#)