



Ways to Recognize School Boards

The 2025 theme is ***A Guiding Light for Student Success***. Below are some special ways your school district can show appreciation to your school board members for helping students succeed! Share your celebrations using **#CelebrateIASchoolBoards** so we can promote your posts on IASB social media channels. Find resources at www.ia-sb.org/SBRM.



In Your Schools

- Ask your administrator to present the personalized certificate of appreciation to each board member at the May board meeting, mailed from IASB in early April.
- Record a short video with students and staff thanking school board members for their service. Share the video on social media using **#CelebrateIASchoolBoards**.
- Add a special recognition ‘thank you’ to your district’s website home page, school marquee, digital signs, or newsletter.
- Display School Board Recognition Month posters in school buildings, mailed from IASB in early April.
- Invite parent organizations to attend a school board meeting to make remarks commending the board’s service to students.
- Recognize school board members on district social media. Use customizable social media graphics from the toolkit and simply add your logo and/or board photos.
- Profile individual school board members in district newsletters, staff bulletins, on the website, and social media. Include information about their careers, hobbies, volunteer activities, and other interesting facts. Add a photo!

Involve the Media

- Customize and send a press release to local media using the campaign template. Ask your board members why they serve and use their quotes. Send a photo of your whole board—the media loves photos!
- Encourage your local media to interview board members—by Zoom, in person, or phone.

Engage Your Community

- Plan a special reception at your May board meeting. Invite community members, legislators, media, local community groups, etc.
- Display School Board Recognition Month posters in local businesses.
- Ask the PTA or students to submit recognition in the local newspaper using the campaign logo.
- Encourage board members’ employers and civic groups to recognize them for the job they do through letters, emails, announcements or newsletters.