

# TRIAD INCENTIVES

*Triad/Chamber/Chamber Members working together*

## **BACKGROUND**

The Triad School District has put together a unique professional development system for their 250 certified staff and faculty members. In this program, teachers have the option to sign up for courses led by instructional coaches, or they can choose their own adventure and research a strategy or tool of their own choice. Their next step is to use those new skills in their classroom. This program is helping Triad stay in the forefront of innovative educational practices.

Here's where you, as a Chamber member, come in. Once the teachers use their new skills professionally, the coaches in the district would like to reward them with coupons or gift cards or other donations of any kind from local businesses. Each time teachers use a new skill or strategy, they will provide evidence and a reflection, and in return they will receive points based on the depth of the innovation. Those points can then be traded in for one or more items from the collection of your contributions. It'll be like a store's rewards program, but for teachers!

Through the social aspect of this program, the district will advertise your contributions and will celebrate both the teachers and their gifts on the district websites, social media, and throughout the schools. They are hoping to boost both teacher participation in the program and their relationship with local businesses. With your help, Triad is hoping to keep their teachers on the cutting edge of instruction, make professional learning a little more fun, and, most importantly, improve their students' educational experiences and maintain the Triad School District's reputation as a great place for families to learn, work, and grow together.

## **CHAMBER PERSPECTIVE**

We know your business is asked over and over for donations - but this is a bit different.

We are often asked to help businesses "meet the Triad staff" - well, here is your chance. And the best news is that whatever you end up donating, you will be able to use those credits to things within the Chamber that actually cost you money - so it is win/win. Credits will be based on what you provide so, for example, if you provide a \$10 gift card and it is selected from one of the Triad staff, then you have a \$10 Chamber credit.

Items redeemed will earn you Chamber credits for:

- \$25/month Ad at top of website (over 6,000,000 hits)
- \$25/each Ads at the top of e-news (1,400 sent out each week)
- \$45/each Articles in the Resource magazine (150 words w/pictures and 175 w/o)
- \$50/each Text message (sent to over 400 people who have signed up for texting)

What is included and what your business gains:

- Ad on the Triad staff webpage - the page they use to apply for the incentives
- Promotion through social media - both Triad and the Chamber will be promoting your business
- Promotion on printed material - flyers, etc.
- Triad staff coming into your business - priceless!
- Listed in the Chamber Resource
- Listed on the Chamber's website

Keep track of donated items and e-mail [dawn@troymaryvillecoc.com](mailto:dawn@troymaryvillecoc.com) so you can redeem your points.

## **IDEAS FOR PRIZES**

- Automotive -- Oil change, car wash, car detailing, car rental, gas cards
- Classes (dance, yoga, gyms, etc.)
- Entertainment - bowling, laser tag, movies, children's experiences, etc.
- Gift cards to your business
- Gift cards to another Chamber business\*
- Home services - air/heat checkup, cleaning, electrical, carpet cleaning, etc.
- Miscellaneous - flowers, photo sessions, hotel nights, training, subscriptions, family packages, computer checkup, cell phones, pest control, etc.
- Personal care - massages, spa, manicure, pedicure, massage, oils, haircuts, etc.
- Pet care - checkups, grooming, day cares, etc.
- Triad gear - items printed on

You keep the gift certificates/prizes at your business and the when your business is selected to redeem, the winner will pick up their prize with you. This is a great time to have a conversation with the Triad staff member and also show off your location.

*\*Here is an example if your business is unable to give a gift certificate for your company - purchase \$10 gift cards from the Lory Theatre, ask winners to pick up at your business (so you get to meet them) and then they can enjoy a movie at a Chamber member location.*

Note: We are looking for donations vs. discounts

## **APPLICATION**

**Company name:**

**Contact person:**

**Phone:**

**E-mail:**

**Incentive you are offering:**

**Details:**

**Comments:**

E-mail completed application to [dawn@troymaryvillecoc.com](mailto:dawn@troymaryvillecoc.com)