

# Principal Appreciation Week

Social Media Toolkit



# Get Involved and Show Your #PrincipalPrideCHI!

Like us on Facebook at **@TheFundChicago** and **@ChicagoPublicSchools**.  
Follow us on Twitter at **@TheFundChicago** and **@ChiPubSchools**.

## 5 Ways to Get Involved (October 16-November 20):

1. Post a message, selfie, or photo using **#PrincipalPrideCHI** on Facebook, Twitter, Instagram, and Snapchat!
2. Submit a video to our website [thefundchicago.org/principals/video](http://thefundchicago.org/principals/video) or text “Video” to 39492 for instructions on how to submit.
3. Sign our digital card saying thank you to our CPS Principals on our website <http://thefundchicago.org/principals/thank-you-card/> or text “Principal” to 39492 to sign the card via text message.
4. Share the campaign with your friends and encourage them to participate.
5. Stay up to date with our website! [thefundchicago.org/principals/social-media-feed](http://thefundchicago.org/principals/social-media-feed)

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# Sample Email – Campaign Overview

**Want to help spread the word about the Campaign and encourage your family, friends and colleagues to participate? Consider sending a simple email!**

Dear <NAME / FRIENDS / COLLEAGUES>,

Great public schools change lives, and research tells us that principals play a critical role in student success. That's why [The Chicago Public Education Fund \(The Fund\)](#) and [Chicago Public Schools \(CPS\)](#) will launch a citywide [Principal Appreciation Campaign](#) on Monday, October 16, in conjunction with National Principal Appreciation Week.

At the heart of this effort is a grassroots, crowd-sourced video and social media campaign to encourage the Chicago community to “thank a principal” and show their #PrincipalPrideCHI.

<I AM / ORGANIZATION NAME IS > proud to join more than 30 other corporations, nonprofits and organizations in supporting the campaign. We hope you'll join us and [consider the specific ways](#) you can participate!

Sincerely,  
<NAME>

# Sample Email – Digital Thank You Card

**Want to help spread the word about the Campaign and encourage your family, friends and colleagues to sign the digital thank you card? Consider sending a simple email.**

Dear <NAME / FRIENDS / COLLEAGUES>,

Great public schools change lives, and research tells us that principals play a critical role in student success. That's why [The Chicago Public Education Fund \(The Fund\)](#) and [Chicago Public Schools \(CPS\)](#) will launch a citywide [Principal Appreciation Campaign](#) on Monday, October 16, in conjunction with National Principal Appreciation Week.

The goal of the campaign is to encourage the Chicago community to “thank a principal” and show their #PrincipalPrideCHI. One of the simple ways you can do this is by [signing a digital thank you card](#) that will be sent to all of Chicago's public school principals.

<I AM / ORGANIZATION NAME IS > proud to join more than 30 other corporations, nonprofits and organizations in supporting the campaign. We hope you'll join us by [adding your name to the card](#)!

Sincerely,  
<NAME>

PS: Want to do more? [Here are other ways](#) you can participate in the campaign!

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# Sample Messages - General

**Here are some example thank you messages for inspiration:**

- Shout out a principal who has made a difference in your life in celebration of Principal Appreciation Week. #PrincipalPrideCHI
- It's Principal Appreciation Week! Find some time this week to shout out a principal who has made a difference in your life. #PrincipalPrideCHI
- Thank a principal! They work hard every day to give students the education they need and the future they deserve. #PrincipalPrideCHI
- We celebrate the school principals who are the backbone of a high-quality public education. #PrincipalPrideCHI
- Find time to thank a principal who has made a profound impact in your life, and the life of your kids. #PrincipalPrideCHI

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# Sample Messages – Specific Principals

- I would not be where I am today without the guidance and support of [NAME] #PrincipalPrideCHI
- Thank you [NAME] for believing in me. #PrincipalPrideCHI
- Thank you [NAME] for always supporting me. #PrincipalPrideCHI
- A principal changed my life. Chances are that one has changed your life too. Say thanks. #PrincipalPrideCHI
- To all the principals across Chicago fighting to give our kids a better future, we thank you. #PrincipalPrideCHI
- Running a school isn't easy, but principals like [NAME] rise to meet every challenge that comes their way. #PrincipalPrideCHI
- Thank you for taking on the principal role at [SCHOOL NAME], [PRINCIPAL NAME]! #PrincipalPrideCHI #NewPrincipalPride
- CEO. COO. Coach. Mentor. Educator. Leader. Thank you [PRINCIPAL NAME] for all the roles you play at [SCHOOL NAME]! #PrincipalPrideCHI

# Sample Messages – Educators and Parents

## ■ For educators:

- I am thankful every day for the great work that [NAME] does to strengthen our school, and empower our students and staff.  
#PrincipalPrideCHI
- [NAME] inspires everyone in our school. [Pronoun] is essential to driving student success. Thank you for everything.  
#PrincipalPrideCHI

## ■ For parents:

- As a parent of a @ChiPubSchool student, I am deeply thankful for the passion and hard work of principals like [NAME] at [SCHOOL NAME]. #PrincipalPrideCHI
- Principals like [NAME] don't just keep the wheels turning at our public schools; they build communities. #PrincipalPrideCHI

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# Videos - Overview

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**Whether it's with your phone or a DSLR, one great way to participate in the PAW campaign is to record a short video thanking a principal.**

- Keep video length between 30 and 90 seconds.
- Make it personal! Talk about a time your principal went the extra mile to support you and your school. How did it make you feel? Why has the experience stuck with you?
- Being on-camera can be a little nerve wracking, but have fun with it! Incorporate your personality or your sense of humor.
- Upload your finished video online at our website:  
[thefundchicago.org/principals/video](http://thefundchicago.org/principals/video). We'll share it online and with your principal!

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# Sample Video Script – Personal Story

## Script 1: Personal Story

- Hey, Chicago! My name is <NAME>, and I'm excited to join the #PrincipalPrideCHI campaign.
- I attended <SCHOOL NAME> in <YEAR> and want to shout out my principal <NAME> for these three things:
  - Caring about her students as people – both our academic progress and our lives outside of school.
  - Working to make sure my school was able to offer <PROGRAM/ACTIVITY/SPORT/CLUB>.
  - Always greeting her students with a smile on her face, and letting us know she believed in us.
- If video isn't your thing, you can sign a thank you card that will go out to all of Chicago's principals before Thanksgiving at [thefundchicago.org/principals/thank-you-card](https://thefundchicago.org/principals/thank-you-card) or share a post on social media with the hashtag #PrincipalPrideCHI and see your message of support at [thefundchicago.org/principals/social-media-feed](https://thefundchicago.org/principals/social-media-feed).

# Sample Video Script – Role of the Principal

## Script 2 : Role of the Principal

- Many of us remember our parents telling us not to get sent to the principal's office. But the principal role is so much more.
- Here are three reasons I want to thank Chicago's principals:
  - ❑ Great principals keep great teachers. 24/25 teachers say the principal is the number one reason they stay in or leave a school. If you love your teachers, thank them AND their principal!
  - ❑ Chicago's students are growing faster than students in almost every major city in the country. This progress wouldn't be possible without great principals leading our schools.
  - ❑ Research on Chicago schools tells us that elementary schools with strong leaders are SEVEN times more likely to improve in reading and FOUR times more likely to improve math.

If video isn't your thing, you can sign a thank you card that will go out to all of Chicago's principals before Thanksgiving at [thefundchicago.org/principals](https://thefundchicago.org/principals) or share a post on social media with the hashtag #PrincipalPrideCHI.

# Printable Posters (English)

## CELEBRATE PRINCIPAL APPRECIATION WEEK

THANK A CHICAGO PUBLIC SCHOOL PRINCIPAL FOR  
THEIR SERVICE TO CHICAGO'S CHILDREN.

**TEXT 'PRINCIPAL' TO 39492**



We will be sharing your message of support at [thefundchicago.org](http://thefundchicago.org).  
Follow @chipubschools, @thefundchicago and use #PrincipalPrideCHI



## CELEBRATE PRINCIPAL APPRECIATION WEEK

THANK A CHICAGO PUBLIC SCHOOL PRINCIPAL FOR  
THEIR SERVICE TO CHICAGO'S CHILDREN.

**TEXT 'VIDEO' TO 39492**

**FOR INSTRUCTIONS TO RECORD AND SUBMIT A THANK YOU VIDEO**



We will be sharing your video at [thefundchicago.org](http://thefundchicago.org).  
Follow @chipubschools, @thefundchicago and use #PrincipalPrideCHI





# Printable Posters (Spanish)

## CELEBRE LA SEMANA DE APRECIACIÓN A LOS DIRECTORES

AGRADEZCA A UN DIRECTOR DE LAS ESCUELAS  
PÚBLICAS DE CHICAGO POR SU SERVICIO  
A LOS ESTUDIANTES DE NUESTRA CIUDAD.

**ENVÍE EL TEXTO “PRINCIPAL” AL 39492**



Compartiremos su mensaje de apoyo en [thefundchicago.org](http://thefundchicago.org).  
Siga @chipubschools, @thefundchicago y use #PrincipalPrideCHI



## CELEBRE LA SEMANA DE APRECIACIÓN A LOS DIRECTORES

AGRADEZCA A UN DIRECTOR DE LAS ESCUELAS PÚBLICAS DE CHICAGO  
POR SU SERVICIO A LOS ESTUDIANTES DE NUESTRA CIUDAD.

**ENVÍE EL TEXTO “VIDEO” AL 39492**  
**PARA RECIBIR INSTRUCCIONES SOBRE COMO GRABAR Y PRESENTAR**  
**SU VIDEO DE AGRADECIMIENTO**



Compartiremos su mensaje de apoyo en [thefundchicago.org](http://thefundchicago.org).  
Siga @chipubschools, @thefundchicago y use #PrincipalPrideCHI



# For More Information

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If you have any questions, please feel free to contact:

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