Chicago Principals Are Transformational Leaders

#PrincipalPrideChi
JOIN THE CAMPAIGN

CONNECT With Us!

USE THE HASHTAGS to highlight your favorite principals.

Share your favorite memories and photos.

#TransformationalLeadership
#PrincipalPrideChi

CELEBRATE principals all month long!
Use this social toolkit and encourage others to share.
JOIN THE CAMPAIGN

Sample Tweets
Need help sharing your appreciation? We’ve got you covered!

- Principal Appreciation Month is here! Thank you to the dedicated principals who lead our schools and communities. @thefundchicago #PrincipalPrideChi #TransformationalLeadership
  Click here to tweet

- October is Principal Appreciation Month. Thank you, school leaders, for strengthening our communities and positively impacting the lives of students. @thefundchicago #PrincipalPrideChi #TransformationalLeadership
  Click here to tweet

- Chicago’s principals are a positive force for change in their schools, encouraging educators and inspiring students as they work together to build knowledge and skills. Thank you to our principals! @thefundchicago #PrincipalPrideChi #TransformationalLeadership
  Click here to tweet

- Happy Principal Appreciation Month! Although you are honored nationally every October, we see and appreciate you daily in our schools and communities. @thefundchicago #PrincipalPrideChi #TransformationalLeadership
  Click here to tweet
JOIN THE CAMPAIGN

Calling All Educators!
Share your highlights with us. We’ll follow along with #TransformationalLeadership

I admire [PRINCIPAL] [TELL US WHY].

My principal inspires me [TELL US HOW].

School leadership matters [EXPLAIN WHY].

The most important lesson [PRINCIPAL] taught me [EXPLAIN WHAT].

[PRINCIPAL] is [DESCRIPTION], [DESCRIPTION], and [DESCRIPTION].
Ex: Principal Jones is innovative, passionate, and determined.

[PRINCIPAL] is a great leader [TELL US WHY].

A transformational leader is [EXPLAIN WHAT].
JOIN THE CAMPAIGN

Ways to Get Involved!

- Share four tweets during the month of October using #TransformationalLeadership.
- Share photos or videos online using #TransformationalLeadership.
- Write a special note to a principal.
- Take a selfie with your principal and post it using #TransformationalLeadership.
- Update your social banners. We’ve created graphics just for you!
- Encourage friends and family to join the campaign!
- Read and share The Fund’s case studies on equity-focused innovation in Chicago’s public schools.
- Create a short video thanking your favorite principal!
- Tag a friend and invite them to join the #PrincipalPrideChi campaign.
JOIN THE CAMPAIGN

Update Your Social Banners
We’ve created graphics just for you.

X Banner (Purple)

LinkedIn Banner (White)

LinkedIn Banner (Black)

*Facebook Banners are available [here](#).
OUR PARTNERS

Thanks to our Principal Appreciation Campaign Partners