

Excellent Attendance

Excellent Attendance Letters

This initiative includes a student-recognition program focused on ending the year with “excellent attendance” (defined as missing less than 1% of school). Appreciation is a fundamental need, especially for students. It confirms that their attendance efforts and results are valued and worthwhile. This, in turn, motivates them to continue to strive for excellent attendance and inspire others.

The scope of this campaign includes a positive, personalized messaging campaign sent throughout the year, encouraging students to maintain excellent attendance. We’ll acknowledge those who achieved excellent attendance at the end of the year with a certificate and wristband.



Deliverables

RIGHT NOW — At the beginning of the school year, SI&A will:

- Identify all students with excellent attendance
- For each of these students, we will design and mail a positive letter from the superintendent that congratulates the student for having excellent attendance and encourages the student to maintain excellent attendance status

MID-YEAR POINT — Between January-March, SI&A will:

- Identify all students who have maintained excellent attendance
- For each of these students, we will design and mail two separate positive, fun postcards congratulating and encouraging the students to focus on finishing the year with excellent attendance

END OF YEAR — At the end of the school year, SI&A will:

- Identify all students who finished the year with excellent attendance
- Design, print and mail a final letter, congratulating the student and their family for finishing the year with excellent attendance
- Design and print a certificate for each student, signed by their principal
 - SI&A will mail certificates to each school site for their awards assembly
- Provide a wristband for each student who achieved excellent attendance
 - SI&A will mail wristbands to each school site for their awards assembly

Inspire strong attendance habits now.

Help Desk

877.954.4357 or helpdesk@sia-us.com

**Students
love
positive
recognition.**

