

Contents

3	Introduction by The “Original” Mike Smith
4	Overview of the Kit
	<i>A Program Built From Principles:</i>
5	Principle 1: “No One Cares How Much You Know...”
6	Principle 2: “Motivation is the Key to Success”
6	Principle 3: “People Tend to Support That Which They Help to Create”
7	Principle 4: “Garbage In, Garbage Out”
7	Principle 5: “Plan Your Work and Work Your Plan”
8	Sample Teacher Appreciation Week
9	Sample Classified Staff Appreciation Week
10	Principle 6: “Consistency of Message is Vital”
10	Principle 7: “Image is Everything”
11	Principle 8: “What You Recognize You Promote”
13	Principle 9: “What You Reward is What You Get”
15	Great Kick-Off Meetings
17	“Because We Care...” Survey
18	“Because We Care...” Minimum Survey
19	The Difference Maker Nomination Form
20	“Because of You” Thank You Note Form
21	Teacher/Staff Appreciation Song List
22	Customizable Multimedia Presentations
23	“Welcome To...” PowerPoint Presentation
28	“ <i>What A Difference You Make</i> ” (teachers) PowerPoint Presentation
35	“ <i>What A Difference You Make</i> ” (staff) PowerPoint Presentation
38	“ <i>Because Of You...</i> ” PowerPoint Presentation
40	Sample Shooting Schedule

