ESP Day Celebration Event Ideas

Here are a few ideas for an unforgettable and high impact ESP Day celebration.

Schoolwide Assembly
This event is usually student led and can involve each grade showing their appreciation for ESP in different ways. A few ideas include:

- Designing an art mural showing appreciation for ESP
- Collaborating as a grade to write a thank you letter or poem dedicated to ESP
- Putting together a skit celebrating ESP
- Creating a dance routine
- Singing a special song

At the end of the assembly, students present each of the ESP in the school with a handmade “crown” or medal to honor their hard work and dedication.

Sample event agenda:
- Welcome by Principal
- Schoolwide Song Dedicated to ESP
- Grade by Grade Activity
- ESP “Coronation” or Medals (presented by students)
- Final Remarks/Closing by Principal

Appreciation Breakfast or Lunch
Start ESP Day bright and early by surprising bus drivers with a breakfast and coffee delivery as they drop off students at school. Typically, the local and/or state president, as well as NEA building rep delivers the breakfasts, along with a thank you note and verbal words of thanks to each bus driver.

In addition, host a special buffet to recognize the school’s ESP. The meal can be catered or organized by parents who volunteer to bring in different food items. Decorate the room with handmade signs and posters by students and scatter thank you notes from students on the tables.

Key people present at the breakfast include:
- Principal
- Local and State Association President
- NEA ESP Member at school and/or NEA building rep
- Superintendent
- Elected Official and/or Local Dignitary
- Parents

Sample event agenda:
- Bus Driver Breakfast Deliveries (NEA building rep/State and Local Association President)
- ESP Day Breakfast or Lunch
  - Welcome Remarks by Principal
  - Thank You Remarks – State and Local Association President and other dignitaries
  - Mix and Mingle with ESP
ESP for a Day
Encourage local leaders and/or notables to shadow your ESP for a morning (or afternoon) and document the experience on social media. Roles can range from helping serve lunch to students in the cafeteria, to office work and custodial help. At the end of their duty, host a lunch or dessert reception to thank and celebrate ESP.

Maximizing Exposure
Spread the word! Use media outreach tactics and social media for all event you organize. This includes:

- **Media Alert** advising media about the who/what/where/when/why of your event. This alert should be sent out to your local newspapers, radio and tv stations, as well as online outlets approximately 7-10 days prior to your event.
- **Press Release** informing media about the details of your event, as well as background information on ESP Day and quotes from an ESP member and your local and state association president. *See sample press release template in this toolkit.*
- **Event Photography** to capture highlights of the day’s events. These can be posted online (website, social media accounts, etc.) to create momentum and buzz. Upload the photos to Flickr and send them to the media who were unable to attend your event(s).
- **Social Media** to share stories. Assign someone to cover the events on your social media accounts – Be sure to tag the right people (i.e. participants of your event) and use the hashtags #WeLoveOurESPs and #AEW2018.