

# Teacher Retention Initiative

## Keeping talented teachers in the classroom!

Quality teachers are essential for student success, yet **it's becoming increasingly difficult to recruit and retain talented educators.**

Classroom Central partners with eight schools and their principals to implement recommendations from the CMS Retention Toolkit.

Your company can engage with this initiative in several ways, with three sponsorship levels available for this innovative program.

### **Title Sponsor: Annual**

Become the organization recognized for sponsoring and supporting talented teachers across multiple high-need schools within the Charlotte-Mecklenburg School system.

*\*Exclusive sponsorship\**

### **School Sponsor: Annual**

Support a specific school of your choice and help ensure that teachers at that school receive the appreciation and recognition they deserve.

### **Assets Sponsor: Ad Hoc**

Your support will give teachers the extra boost they need to thrive. From sporting events and community gatherings to highly-coveted products and gift cards that make their to-do lists a breeze, your contributions help teachers stay focused on what matters most: their students.



## Assets Partner

The CMS Retention Toolkit provides clear guidelines on how partners, including your company and Classroom Central, can contribute. Your company has the opportunity to offer gift cards, tickets, products, and services that can be utilized by principals as incentives and rewards for dedicated teachers.

See examples below:



### **DONATE GIFT CARDS**

At the forefront of every teacher's wishlist are **gift cards**. They particularly appreciate:

- Gas cards
- Car wash cards
- Grocery store gift cards and
- Restaurant gift cards



### **DONATE TICKETS**

Charlotte is known for exciting sports, captivating performances, and sensational concerts. Your donation of individual tickets or entire boxes empowers teachers to enjoy these cultural experiences and make a difference.



### **DONATE PRODUCTS OR SERVICES**

Elevate teacher morale with your generous donations of specialized products or services such as catered lunches and self-care experiences, giving educators a chance to unwind and care for themselves.

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## Annual

Partnership Benefits	Title Sponsor \$35,000	School Sponsor \$7,500
“Proud Sponsor of Teacher Retention Program” Title Sponsorship	.	
Logo on interior shelving of Mobile Free Store	.	
“Proud Sponsor of [School Name]” logo	.	.
Company name on Classroom Central website	.	.
Company name on event invitations sent to educators	.	.
Inclusion on fliers distributed at quarterly appreciation events	.	.
Volunteer opportunities at quarterly appreciation events	.	.
Inclusion in Classroom Central teacher e-newsletter	.	.
Inclusion in Classroom Central constituent e-newsletter	.	.
Inclusion in press releases distributed to local media	3 per quarter	2 per quarter
Logo on Classroom Central website & digital donor board in the Free Store	.	.
Membership in Corporate Major Donor Group + invitations to exclusive events	.	.
Opportunity for product sampling, displays or demonstrations at appreciation events	.	.
Opportunity to provide giveaway item, coupon, or flyer for event attendees	.	.

Contact Beth Levine Cupp, Director of Philanthropy at  
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