



## Steps for Running A Pearl Home Campaign

- **This school year, we are asking you to run your campaign from 1 September through 9 November 2018.** This will allow you to complete the process BEFORE the Pearl School Award deadline and consolidate the trips to deliver flags.
- If you are going to participate, please contact Lynnhaven River Now at [Education@LRNow.org](mailto:Education@LRNow.org) and let us know that you are running the campaign. Also indicate whether you will be having your parents/staff do it on-line or will be sending out applications or a combination of the two.
  - Using the Paper version of the Application:
- Go to Lynnhaven River Now's website and download a one-page Pearl Home application, either single family home or the multi-family home. <http://www.lynnhavenriversnow.org/pearl-homes> Copy the applications and distribute them. Distribute the paper copies to each classroom that is interested in participating. You may also choose to send the application as an attachment for the parents to print, fill out and return to the school.
- Please make sure that the back of the application is filled out LEGIBLY (printing preferred) and COMPLETELY and they have listed the name of the school somewhere on the back. You may also ask that they put the child's name or homeroom somewhere on the application to make it easier for distribution of the flags.  
**If the application does not have a valid street address and neighborhood listed, it cannot be counted.**
- Have the teachers send the paper applications home with students to fill out with their families and then return them to the school. Make sure they mark on the multi-family application whether they want a flag or magnet (some condos and apartments do not have room or allow flags).
- Between 9 November and 15 November, contact Lynnhaven River Now (757) 505-0773 and let us know how many flags and magnets you need or email that information to [Education@LRNow.org](mailto:Education@LRNow.org).
- We will deliver the flags and magnets to your school so when we come to the school to drop off the flags and magnets, **make sure the completed paper applications are ready for pick-up as well.** Lynnhaven River Now will deliver the Pearl Home awards (the cool flag or a magnet) to the school to distribute to the families before the Thanksgiving Break.

**We suggest that you make a copy of the back page, to make it easier to distribute the flags and magnets.**

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### Using the On-line Application Method (preferred):

- Send out the link for both the combined Pearl Home applications through your electronic newsletter or a letter to the parents.  
<https://www.surveymonkey.com/r/pearlhome>
- Make sure that they fill in the name of the school on the application
- I will check the on-line site and pull all the applications that have your school name on them. I will also figure out the number of flags and magnets and put the names of the family on them.
- These will be delivered to the school at the same time as the flags and magnets for the paper applications (before the Thanksgiving Break). The school is responsible for distribution. I will email you the day before the flags are delivered. You may leave the paper applications in the office for pick-up. I will leave the flags in the office for distribution, unless told otherwise.

### *Take it a step further*

- Have students become Pearl Home “Block Captains”  
(2 points per student, limit 10 students total)
- To become a Block Captain just send an email to [Education@LRNow.org](mailto:Education@LRNow.org) with the name of the student(s), their neighborhood and how many applications they have received from their neighbors. **A minimum of 6 completed applications from their neighbors is required to qualify for the Block Captain designation and certificate.**
- Visually display the number of students who live in Pearl Homes around the school by creating a map or a list of students and display it on the wall in the cafeteria, halls, or gym. (5 points)