

**East Cobb County Council (ECCC) of PTAs**  
**2014-15 Honoring Our Heroes Program**  
**EVERYDAY HEROES: THE POWER OF ONE**  
**Information Packet**

Welcome to the 2014-15 East Cobb County Council of PTAs Honoring our Heroes program:  
Everyday Heroes: The Power of One!

In this packet, you will find the following information:

- 1) Program Summary and Timeline
- 2) Quick Reference Guide to Promoting the Program
- 3) Student Entry Form
- 4) ECCC Cover Sheet
- 5) Sample Communication Materials
  - a. School Newsletter Communication
  - b. Morning News/Principal Callout/Teacher Blog Announcement
  - c. School Sign
  - d. School Flyer
  - e. School PTA Website

**NOTE: All of the above materials will be posted on the ECCC website also.**

<b>PROGRAM SUMMARY AND TIMELINE</b>
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### **What is Honoring Our Heroes?**

Honoring Our Heroes is a student writing program that was developed by the ECCC in 1995 for students to write about their real-life heroes and role models. The hero should display one or more of the following characteristics: generosity, trust, persistence, dedication, leadership, creativity, caring, bravery, imagination, service, gentleness, courage, or compassion. The program was designed so students could redefine media-hyped and cartoon heroes such as professional athletes, movie stars, and rock musicians and instead recognize someone who has made a more personal impact on their life such as a family member, doctor, public safety officer, soldier, or teacher.

### **How do I Administer the HOH Program at my school?**

- 1) Appoint a Heroes chairperson(s)
- 2) Work with administration at your school to set program dates on the calendar
- 3) Download all the materials needed from the ECCC website at [www.ecccpta.org](http://www.ecccpta.org)
- 4) Post materials on your website and communicate program through teacher blogs, website, newsletter, call outs from principal, school signs and morning news announcements
- 5) Send home entry forms with your students, email the forms, post on teacher blogs or post them to your website with a link to download the form
- 6) Secure judges to evaluate the submitted essays – possible judges can be librarians, language arts teachers at other schools, local authors, editors, journalists and other industry professionals
- 7) Collect all essays by the local school deadline of January 23, 2015.
- 8) Recognize winners at your local school with certificates or a reception etc.
- 9) Submit first place essays from each grade level and ALL special artist entries to ECCC by February 23, 2015
- 10) Attend ECCC HOH reception on March 24, 2015 with the first place and special artist winners from your school

## **What are the important dates for the HOH program?**

### **Fri, Oct 17, 2014 - Mon Nov 10, 2014**

- ✓ Meet with Administration about HOH program to confirm dates on calendar, communications approval etc.
- ✓ Determine how you will recognize student winners (i.e. reception, awards ceremony, names on announcements or in newsletter/website, certificates etc.)

### **Mon Nov 10, 2014**

- ✓ Kick off 2014-15 ECCC Honoring our Heroes writing program at your school
- ✓ Add important deadlines to your school/PTA calendars

### **Mon Nov 10, 2014 - Fri Jan 23, 2015**

- ✓ Communicate the program at your school through teachers, website, newsletter etc.
- ✓ Distribute forms to students through teachers or promote electronically through teacher blogs, website, email etc.
- ✓ Communicate and advertise for students to work on essays over Thanksgiving and Winter Holiday break

### **Fri Jan 23, 2015**

- ✓ Deadline for essay submissions to local schools

### **Fri Jan 23, 2015 - Mon Feb 23 2015**

- ✓ Local school judges review essays and winners selected
- ✓ Recognize your local school participants and winners. Thank judges and participating teachers/staff.
- ✓ Complete ECCC Cover Sheet and scan together with first place entries from each grade level and ALL special artist entries
- ✓ Email coversheet and entries to [heroes@ecccpta.org](mailto:heroes@ecccpta.org) or contact Jennifer Limeri to make other arrangements to deliver essays
- ✓ Return non-winning essays to students

### **Mon Feb 23, 2015 - Fri Mar 6, 2015**

- ✓ ECCC judges review essays and select essays to be read at reception
- ✓ ECCC to notify HOH chair/PTA President of students selected to read essays at reception
- ✓ Invitations for ECCC reception forwarded to local schools Heroes Chair, PTA President, Principal and winning students/families/heroes
- ✓ ECCC Chair to confirm RSVPs with HOH Chair/PTA President for reception program information and number attending reception

### **Tues Mar 24, 2015**

- ✓ ECCC Reception held at Hightower Trail Middle School

### Why Should Our School participate in the HOH Program?

- **Administration**
  - Stress how this program supports the Common Core GA Performance Standards (CCGPS) for every grade level, GA Milestones assessment for end of grade and end of course testing, Character Education traits, School Strategic Plan writing goals and year-end summary.
- **Homeroom, reading, and language arts teachers**
  - Emphasize how this non-fiction writing program can fit into what is already being covered in the classroom as a required, optional or extra-credit assignment.
- **Special Education teachers**
  - Inform them that ECCC has created a new Special Artist category to recognize every special-needs student who participates.
- **Counselors**
  - Discuss how writing about Heroes can fit in with Character Education lessons.
- **High school students and families**
  - Remind them that many college essays require the same or similar types of writing. This essay program is good practice

### How Can We Encourage Students to Participate in the Program?

- Hold a classroom, homeroom or grade-level competition.
  - Possible prizes include: breakfast treat party, pizza party, school store voucher, extended recess, locker/hat passes, homework passes, certificates/prizes or other recognition.
- Have a past winner read his/her essay on the announcements or to language arts classes.
- Partner with a teacher or afterschool program and use HOH to reinforce this year's writing standards.
- Ask the media center to display biographies next to the HOH entry form or past winners' essays.

**East Cobb County Council (ECCC) of PTAs**  
**2014-15 Honoring Our Heroes Program**  
**EVERYDAY HEROES: THE POWER OF ONE**

Honoring Our Heroes is a student writing program designed for you to write about your real-life heroes and role models.

The person you write about should display one or more of the following characteristics: generosity, trust, persistence, dedication, leadership, creativity, caring, bravery, imagination, service, gentleness, courage, or compassion.

We want you to redefine media-hyped and cartoon heroes such as professional athletes, movie stars, and rock musicians and instead recognize someone who has made a more personal impact on your life such as a family member, doctor, public safety officer, soldier, or teacher.

**Essay Rules and Guidelines**

1. The essay can be handwritten or typed.
2. The essay must be on one single sheet of 8½ x 11-inch paper (Single or double-sided but no more than one sheet of paper)
3. Completed entry form below must be attached to essay
4. Student name ONLY should be placed in top right corner of the essay; NO other identifying information should be on the essay.
5. A picture of the hero should be attached if possible.  
Label the picture on the back with the student's name.

**Judging Rules and Guidelines**

Entries will be judged on the student's ability to articulate the qualities of the hero and to describe the manner in which the hero has impacted the student's life.

ECCC will hold a special reception to recognize the first place winner from each grade level at each school. In addition, every writer who fits in the Special Artist category (as defined by Georgia PTA's Special Artist category for the Reflections competition) will also be recognized.

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**Honoring Our Heroes Student Entry Form 2014-15**

Student Name: \_\_\_\_\_ Check here if Special Artist:

Home Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Check here if Parent Phone/Email:  Parent Name: \_\_\_\_\_

School: \_\_\_\_\_ Grade: \_\_\_\_\_

Homeroom Teacher: \_\_\_\_\_ Language Arts Teacher: \_\_\_\_\_

Hero's name: \_\_\_\_\_ Check here if picture is attached:

**East Cobb County Council (ECCC) of PTAs  
2014-15 Honoring Our Heroes Program  
EVERYDAY HEROES: THE POWER OF ONE  
ECCC Cover Sheet**

**ECCC Submission Guidelines:**

- Submit only the first place winner for each grade level in your school.
- Submit **ALL** Special Artist entries from your school.
- Each submission must have a completed entry form scanned and sent electronically with the essay. Include scanned photos if one was provided.
- All contact information should be completed on each entry form submitted.
- Submissions should be scanned and sent electronically to [heroes@ecccpta.org](mailto:heroes@ecccpta.org). If you cannot scan and email your entries, please email [heroes@ecccpta.org](mailto:heroes@ecccpta.org) to make other arrangements.
- Include this Council Packet Cover Sheet, completed electronically, with your essay submissions.

**Submission Deadline**

The submission deadline to ECCC is midnight on **Monday, February 23, 2015**. You will receive a confirmation email acknowledging that your submission has been received by ECCC.

**Questions?**

Email your questions to [heroes@ecccpta.org](mailto:heroes@ecccpta.org) or call Jennifer Limeri at 404-394-9111.

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Please complete the following information and submit with all of your entries (TAB through each field to complete):

**Heroes Chairperson or Other Contact:**

**Phone:**

**Email:**

**School Name:**

1) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

2) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

3) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

4) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

5) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

6) Student Name:

Special Artist:

Address:

Email:

Phone:

Completed Entry Form Attached?

### **School Newsletter Communication Sample**

Include details in newsletters for all months during and including kick-off to completion. Tell readers where to find rules & entry form.

#### **Sample:**

#### **EVERYDAY HEROES: THE POWER OF ONE**

We are excited to be kicking off the 2014-15 Honoring Our Heroes Essay program on **{Insert your kickoff day here - example November 11<sup>th</sup>, Veterans Day}**. Honoring Our Heroes is a writing program that encourages students to discover, honor, and write about real-life heroes - role models displaying generosity, trust, persistence, dedication, leadership, creativity, caring, bravery, imagination, service, gentleness, courage or compassion. Students are asked to redefine media-hyped and cartoon heroes such as professional athletes, movie stars, and rock musicians and instead recognize someone who has made a more personal impact on the student's life such as a family member, doctor, public safety officer, soldier, or teacher.

What a great opportunity to honor someone who may not even know what a difference they are making in your student's life!

The student entry form can be found on the PTA website or by clicking here **{Insert link to website}**. Entries are due by **{Insert Deadline}**.

Please contact **{Name}** at **{Email address}** or **{Name}** at **{Email address}** with any questions.

### **Morning News/Principal Callout/Teacher Blog Announcement Sample**

If your school has a morning or afternoon news crew, submit a short paragraph to be read. Consider asking a former winner or participant to read the blurb - or even the essay, if not too long.

#### **Sample:**

#### **EVERYDAY HEROES: THE POWER OF ONE**

As we celebrate our military heroes this Veterans' Day, **{Insert your school}** will kick off the annual Honoring Our Heroes Essay Program! This program provides you, the students, an opportunity to write an essay honoring your real life hero who has made an impact on your life. Information will be sent home this week with program details. You can also find information on the PTA website. Winners will be recognized with **{Insert recognition type - i.e. party, pass, certificate etc.}** and the first place winners from each grade level will be recognized at the East Cobb Council level which includes 35 schools in our area. We cannot wait to read about your real life heroes!

### **School Sign Announcement Sample**

Your school may have a message marquee or a scrolling message board where you can also advertise the program.

#### **Sample:**

Heroes Writing Program Is Here! - Essays due Jan 23<sup>rd</sup>. See PTA website for more information.



# EVERYDAY HEROES: THE POWER OF ONE

## East Cobb County Council (ECCC) of PTAs 2014-15 Honoring Our Heroes Program

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The person you write about should display one or more of the following characteristics: generosity, trust, persistence, dedication, leadership, creativity, caring, bravery, imagination, service, gentleness, courage, or compassion.

We want you to redefine media-hyped and cartoon heroes such as professional athletes, movie stars, and rock musicians and instead recognize someone who has made a more personal impact on your life such as a family member, doctor, public safety officer, soldier, or teacher.

One child...

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One hero...

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One moment in time

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One lasting impression!

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We want to hear about  
YOUR everyday hero!

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**Submit your essay  
to the PTA by  
Friday, January  
23, 2015.**

For more information, entry  
form and contest details,  
please visit the PTA website  
at  
{Insert your PTA website  
here}

or the ECCC website at  
<http://eccpta.org/> under  
Committee News and Info

**ECCC  
PTA**  
everychild.onevoice.®

Every School - Collaborating, Communicating, Connecting

Together We Touch the Future







**EVERYDAY HEROES: THE POWER OF ONE**  
**One child...**  
**One hero...**  
**One moment in time...**  
**One lasting impression!**

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What a great opportunity to honor someone who may not even know what a difference they are making in your life!

The entry form can be found by clicking here [\[Insert link to entry form\]](#). Entries are due to the PTA by Friday, January 23, 2015.

Please contact [\[Name\] at \[Email address\]](#) or [\[Name\] at \[Email address\]](#) with any questions.