

# TOP 5 tips

**3** *Get started with comms early and check in often using a single source (ie: 1 email).*

Some schools will ignore your initial email...keep trying! If possible, create a webform for people to sign up early for information. Email everyone after the event to share results and highlights. Communicating using a single source—such as 1 email address—so it is easier for schools to contact you and so important information stays organized and efforts are not duplicated.

**1**

*Reach out to multiple groups in a school, if possible.*

Teachers are busy! Contacting multiple people at a school helps ensure someone will get your message and respond. Principals, PTA leaders, multiple teachers (of various STEM subjects) and department heads are all great school-based contacts. You also may consider contacting curriculum heads or other district leaders who work with school leaders.

**2**

*Address concerns schools often have, from educational value to transportation.*

Talk to school leaders about how this event will improve students' math skills and introduce them to STEM careers. Tell schools about timing/logistics early so they can plan for things like buses and substitute teachers. Ensure everyone can understand your communications, including kids and guests who may be unfamiliar with DoD acronyms, abbreviations and ways of speaking.

**4**

*Provide a set of rules to schools so all are treated fairly and know what to expect.*

It's common for schools to ask for exceptions to be made. Holding all schools to the same set of rules and procedures will help ensure you treat everyone fairly and will minimize complaints from participants. Plus, it will make it easier for schools that know what to expect from the start.

**5**

*Offer schools practice resources.*

Avoid making this just about a single event by encouraging schools to reach out for free practice materials from MATHCOUNTS! In addition, schools can access our free resource library with practice problems, past competitions and games, available at [mathcounts.org/resources](http://mathcounts.org/resources).

*Learn more!*



[mathcounts.org/stemexchange](http://mathcounts.org/stemexchange)