



Community Service Dates - October, November, December 2011

Scrimmage Dates
Monday, November 14 – Saturday, December 17, 2011

2011
Participation Packet
www.iowahallofpride.com

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MEMORANDUM

TO: Superintendents, Principals, Athletic / Activity Administrators & Basketball Coaches

FROM: Mike Dick, Executive Director – IGHSAU
Richard Wulkow, Executive Director – IHSAA
Jack Lashier, Director – Iowa Hall of Pride

DATE: May of 2011

RE: Iowa Hall of Pride Challenge

Start planning now to involve your school in the **Iowa Hall of Pride Challenge**! This statewide community service initiative provides a wonderful opportunity for member schools and their students to have a positive impact in their communities, while providing educational experiences for all involved. Participation in the Pride Challenge may also help fulfill any community service requirements for your students.

Here's how it works. During the designated time period, schools are encouraged to participate in the Pride Challenge by taking part in a community service project of their choosing. Those schools that have registered their service project as part of the Pride Challenge are eligible for statewide recognition and grants, as well as being eligible to participate in a **Pride Scrimmage** in boys' and / or girls' basketball.

Schools authorized to participate in a Pride Scrimmage are permitted to use one of their three allotted basketball scrimmages to play a "regulation" game-like scenario under all normal game conditions, including charging admission, keeping score and using officials. Essentially, it may be thought of as an "exhibition" game. The Pride Scrimmage must be played within the designated time period and does **not** count on your record. Proceeds from the Pride Scrimmage may either be used to benefit your chosen service project or may be retained by the host school, after a \$250 contribution to the Richard Jacobson Education Fund at the Iowa Hall of Pride.

The enclosed packets provide all of the information needed to participate in the Iowa Hall of Pride Challenge, as well as plan, schedule, and execute your school's Pride Scrimmage. Visit the Iowa Hall of Pride website at www.iowahallofpride.com for additional information on this exciting new initiative. Also, please feel free to e-mail questions to challenge@iowahallofpride.com.

We hope you will participate and rise to the challenge...the **Iowa Hall of Pride Challenge**!

BACKGROUND INFORMATION

Iowa Hall of Pride Mission & Programs

Mission: Educating the future, preserving the past and celebrating the accomplishments of all Iowans.

The Iowa Hall of Pride opened to the public on February 23, 2005, the opening day of the State Wrestling Tournament. The Hall has been operational for over five years and the reception from visitors has been outstanding. One of the key supporters of the Hall of Pride has been our presenting sponsor Iowa Farm Bureau. With the support of organizations and individuals from across Iowa, we have welcomed visitors from every county and many states.

The three A's of Iowa—Academics, Athletics and the Arts—come to life in the Iowa Hall of Pride. From school groups, to civic and business organizations, to families, and out-of-state visitors—the Iowa Hall of Pride provides a unique perspective on the state. The interactive museum imparts a sense of place to all who visit and preserves our rich Iowa heritage. The museum features dozens of exhibits that engage the visitor in experiencing the stories of Iowa's communities and their heroes. There is a strong emphasis on education and how it has helped shape the people of Iowa.

In January 2007, Musco Lighting began sponsoring the All Iowa Kids FREE program that allows for free admission for students in grades K-12. Since its inception, the field trip program has grown with the Hall of Pride hosting more than 400 field trips from schools and youth groups across the state each year.

This project is a unique, one-of-a-kind experience that takes visitors on a nostalgic trip in a very high tech, interactive way.

What is the Iowa Hall of Pride Challenge?

The Iowa Hall of Pride Challenge is a voluntary statewide community service initiative for high schools and middle schools. Schools take part in the Iowa Pride Challenge by participating in a community service project of their choosing during a designated time period. We recognize that many schools already participate in community service efforts. The intent of the Iowa Hall of Pride Challenge is to support those schools already active in their communities, while encouraging others to get involved.

Purpose of the Iowa Hall of Pride Challenge

Part of the mission of the Iowa Hall of Pride is "Educating the future." We do this through programs for students, including educational materials, programming and student leadership events. We also do this through our work with Iowa's schools and the 400+ field trips we host each year.

As part of our continued efforts, the Iowa Hall of Pride has launched a new statewide community service initiative. The Iowa Hall of Pride Challenge was created to provide educational experiences for students and to provide support to the Iowa Hall of Pride and other charitable causes across the state.

Many schools already incorporate community service as an extension of learning in the classroom. The Pride Challenge provides an opportunity for member schools to participate in a community service project, as well as a platform to highlight their school, their students and their activities. Schools are encouraged, but not required, to participate.

Participating schools are eligible for certificates of participation, statewide recognition, and grants, as well as an option to participate in a "Pride Scrimmage." Schools that receive authorization for a Pride Scrimmage are permitted to use one of their 3 allotted basketball scrimmages to play a regulation game under all normal game conditions. Pride Scrimmages are **not games** and **do not** count on a team's record.

BACKGROUND INFORMATION

Why Should My School Participate?

- Participation provides another educational opportunity for your students, teaching them to be leaders through service. It is also a great way to showcase students and schools across the state.
- Participation provides an opportunity to unite ALL students for a common goal.
- Iowa communities and other non-profit organizations benefit from your efforts during these tough times—Iowans always rise to the challenge.
- Those schools that have registered their service project(s) as part of the Pride Challenge are eligible for the following:
 - **CERTIFICATES OF PARTICIPATION**
 - **STATEWIDE RECOGNITION**
 - Participating schools will receive a certificate of recognition for their participation in the Iowa Hall of Pride Challenge.
 - All participating schools will be recognized online and in appropriate Iowa Hall of Pride, IHSA and IGHS AU publications.
 - A schedule of all authorized Pride Scrimmages will be posted online.
 - Grant winners will be recognized at the state basketball tournament in Des Moines.
 - **SERVICE AWARDS**
 - Five \$500 service awards (one for each athletic district) will be awarded to the most outstanding community service projects coordinated by a participating high school in that district.
 - One \$500 service award will be awarded to the most outstanding community service project coordinated by a participating middle school.
 - Awards will be awarded based upon the Service Summary Reports and supporting materials submitted by each participating school.
 - **PRIDE SCRIMMAGE**
 - Those schools registered as part of the Iowa Pride Challenge are also eligible for a “Pride Scrimmage” in boys and / or girls basketball.
 - Schools authorized to participate in a Pride Scrimmage are permitted to use one of their allotted basketball scrimmages to play a “regulation” game-like scenario under all normal game conditions, including charging admission, keeping score and using officials.
 - Proceeds from the Pride Scrimmage may either be used to benefit your chosen service project or may be retained by the host school, after a \$250 contribution to the Richard Jacobson Education Fund at the Iowa Hall of Pride. Additional information may be found on page 11.

PARTICIPATION CHECKLISTS

Pride Challenge Community Service Project

- ✓ Identify and plan your community service project within the designated time frame
- ✓ Confirm / coordinate with appropriate parties (school groups, charitable organizations, etc.)
- ✓ Complete online registration at www.iowahallofpride.com by deadline
- ✓ Submit service report after conclusion of your service activities

Those schools participating in a community service project as part of the Pride Challenge are eligible to participate in a Pride Scrimmage. Those schools hosting a Pride Scrimmage are responsible for the following:

Pride Scrimmage

- ✓ Identify an opponent and confirm they have registered their service project online
- ✓ Finalize game date and location
- ✓ Complete online application (host school) at www.iowahallofpride.com by deadline
- ✓ Confirm your final authorization to participate
- ✓ Market and manage your game
- ✓ Submit post-event report (host school) by deadline
- ✓ Submit contribution (host school) to the IHOP Education Fund by deadline

Dates & Deadlines

11/1/11	Deadline to Submit Registration for Pride Challenge (service projects)
11/1/11	Deadline to Submit Application for a Pride Scrimmage (host school)
11/14/11 – 12/17/11	2010 Iowa Hall of Pride Challenge Scrimmage Timeframe
1/15/12	Deadline to submit Summary Reports
1/15/12	Deadline to submit contributions to the Richard Jacobson Education Fund at the Iowa Hall of Pride

ONLINE TOOLS

ALL ONLINE TOOLS MAY BE ACCESSED AT WWW.IOWAHALLOFPRIDE.COM

Community Service Project Registration

- Schools wishing to participate in the Pride Challenge simply need to register their community service project through our online application process. Deadline to register your project is 11/1/11.
- Required information includes school information, contact information, service project description and service dates.
- **IMPORTANT CHANGE: Community service projects may take place anytime in October, November, and/or December.**

Pride Scrimmage Application & Authorization

- Schools wishing to participate in a Pride Scrimmage are required to submit an online application by 11/1/11.
- It is the responsibility of the host school to complete the online application.
- In order for the application to be approved and the Pride Scrimmage to be authorized...
 - Both schools must have registered their service project with the Pride Challenge.
 - The Pride Scrimmage must be scheduled to take place within the designated time frame.
- Once your online application has been reviewed and approved, both participating schools will receive a "Final Authorization" indicating that the application and event have been authorized. **Once you have received this authorization, you are then permitted to use one of your allotted scrimmages to participate in the 2011 Pride Scrimmage.**
- Required information includes game date, location, opponent, and contact information.

Summary Report

- All schools participating in the Pride Challenge are required to complete a brief summary report online regarding their service activities. We want to hear about your project! Take photos of your service activities!
- Schools hosting a Pride Scrimmage are also required to provide information regarding your event including attendance, money raised, list of officials that donated their time, etc.
- In order to be eligible for grants, schools must complete their Summary Report by January 15, 2012.
- You will have the opportunity to share photos as part of your Summary Report. Please collect any newspaper articles, which may either be submitted electronically or mailed to our office.

Pride Scrimmage Contribution Form

To ensure your contributions are attributed to the proper Pride Scrimmage application, please complete the contribution form found online and mail it with your check(s).

Pride Scrimmage Tools

The Iowa Hall of Pride has created a basic "tool kit" for each school including the following:

- Press release template & PA announcements (pre-game, timeouts, and halftime)
- Letter template for contacting alumni for their support / involvement
- Web announcement template

COMMUNITY SERVICE PROJECTS

Selecting a Community Service Project

- The service project chosen by a school may be a new or ongoing initiative.
- Schools may focus on collecting items for the needy or raising money for a selected charity, but equally important are those who simply give their time to a worthwhile cause.
- Most importantly, each participating school is permitted to select a service project that is meaningful for their students and community.
- To ensure your efforts contribute to your intended goals, we **strongly encourage** participating schools to work with service projects presented by 501(c)(3) organizations.
- When possible, participating schools may want to consider identifying a project where students from both schools may participate together in the service activity.
- We encourage all students, faculty and staff (K-12) to be involved in the service project.
- The intent of the Iowa Hall of Pride Challenge is to promote community service projects.

Need Service Project Ideas?

- When selecting a service project for the Pride Challenge, you may want to consider the following:
 - Iowa Basketball Coaches Association's Coaches vs. Cancer initiative with more information at www.iowabca.com
 - Iowa Association of Student Council's state project initiative with more information at www.iowastudentcouncils.org
 - Shoes that Fit -- Every child deserves shoes that fit -- www.shoesthatfit.org
- You may also want to consider working with your local Kiwanis, Lions or Rotary Club.



How a Pride Scrimmage Can Support Your Community Service Project

- The Pride Scrimmage provides a platform to highlight your community service activities, as well as your school, your students, and all the programs and activities within your school.
- If your service project involves raising money for a cause, revenues generated from the Pride Scrimmage may be donated to a charity of your choice. In addition, if you are collecting items for donation (i.e. food, clothing, etc.), you may choose to offer discounted or free admission with the donation of an item(s).
- The service project / cause associated with your Pride Scrimmage may encourage community members who do not normally attend events at the school to participate in this particular event. Not only does this increase the potential impact of your service project, but it also exposes those community members to your school, your students, and all the great things they do.

PRIDE SCRIMMAGE

What is Pride Scrimmage?

- Those schools registered as part of the Iowa Pride Challenge are also eligible for a “Pride Scrimmage” in boys and girls basketball.
- Schools authorized to participate in a Pride Scrimmage are permitted to use one of their allotted basketball scrimmages to play a “regulation” game-like scenario under all normal game conditions, including charging admission, keeping score and using officials.
- Pride Scrimmages must take place during the designated time frame (11/14/11 to 12/17/11).
- The host school is required to make a \$250 contribution to the Richard Jacobson Education Fund at the Iowa Hall of Pride. Proceeds from the gate may be used to cover the contribution. Refer to page 11 for additional information on the contribution and the Richard Jacobson Education Fund.
- **Important information regarding IGHSAU and IHSAA regulations are listed below.**

What Happens to Pride Scrimmage Revenues?

- Participating schools have the following options for the revenues generated at Pride Scrimmages:
 - Schools may retain revenues generated from the gate, concessions and any other sources.
 - If the community service project you have selected entails raising money for a cause, you may utilize the revenues generated to donate toward the charity of their choice or donate a certain percentage of the revenues generated.
- While Pride Scrimmages provide an opportunity to raise money for a selected cause, they also provide a platform to highlight the service activities schools participate in throughout the year, as well as other programs and activities within your school.

IGHSAU & IHSAA Board Action & Regulations

- Schools are encouraged, but not required, to participate.
- Per the IGHSAU and IHSAA Basketball Regulations, each member school is permitted a maximum of three scrimmages in girls’ basketball and in boys’ basketball.
- Based upon IHSAA and IGHSAU Board action, if schools elect to participate in the Pride Challenge **and** a Pride Scrimmage, they are permitted to use one of their 3 allotted basketball scrimmages to play a regulation game under all normal game conditions.
- It is at the discretion of the participating school whether to play a full regulation game or a modified version. Regardless of the format selected, all participating schools are subject to the following:
 - Schools **are** permitted to charge admission and keep score.
 - Pride Scrimmages are **not games** and **do not** count on a team’s record.
 - Travel restrictions for scrimmages **are** in effect for Pride Scrimmages.

PRIDE SCRIMMAGE

Pride Scrimmage Logistics

- Pride Scrimmages must take place during the designated Iowa Hall of Pride Challenge dates.
- Each school is permitted to participate in a maximum of one Pride Scrimmage event for the girls' team(s) and one Pride Scrimmage event for the boys' team(s).
- A single event may include Varsity, JV and Freshmen (if part of the high school basketball program). A single event may include boys and girls.
- The event may include additional activities such as a three-point contest or free-throw contest. Schools also have the option of a more traditional scrimmage scenario.
- Schools must receive authorization (prior approval) to participate in a Pride Scrimmage.
- The host school is responsible for completing a brief online application in order to receive authorization for the Pride Scrimmage.
- The schedule of events will be available on the Iowa Hall of Pride's website (www.iowahallofpride.com).
- **Schools are not required to play in a Pride Scrimmage in order to participate in the Pride Challenge.** It is simply an option available to those schools registered for the Pride Challenge.

NOTE: Only those schools who have registered their service project as part of the Pride Challenge will be considered for participation in a Pride Scrimmage.

Guidelines for Selecting Opponents & Event Location

- The selection of an opponent and the event location may significantly impact the success of the event.
- More fan interest will be generated by a match-up that fans rarely, if ever, get the opportunity to see.
- However, if you schedule an event where one team has to travel too far, it will negatively impact attendance, which in turn may negatively impact the success of your service project.
- Ideally, participating schools will schedule a unique match-up to take place within relatively close proximity for both school's fans and community members.
- We encourage schools to consider a home and away over the next two years.
- You may want to consider partnering with a school with similar service interests.

Out-of-State Schools

- When selecting an opponent, an IHSAA / IGHS AU school may elect to play an out-of-state school.
- If so, then the IHSAA / IGHS AU school is responsible for both the online application and the contribution to the Iowa Hall of Pride Education Fund, regardless of where the event takes place. Travel restrictions (IHSAA/IGHS AU) for scrimmages are in effect for Pride Scrimmages.

Officials

- We will encourage officials to donate their time in support of participating schools and their service efforts. However, it may not be possible for all officials, especially in these difficult economic times.
- Information will be included in the pre-season mailing sent to all basketball officials.

MAKING IT AN "EVENT"

The more fans in attendance the greater the impact of your Pride Scrimmage and your community service project. So to maximize the potential, all efforts need to be made to make it an event, market your event and encourage community involvement. The following are suggestions to assist in your efforts:

Making it an Event

Incorporating additional activities and involving other groups will increase participation at your event. Such activities may include the following, amongst others:

- Varsity and JV double-header or boys and girls double-header
- 3-point shooting contest
- Free throw shooting contest
- Jazz band performing at halftime
- Spaghetti / pancake dinner prior to the game
- Including representatives from your selected charity / service project by allowing them to set-up a display area and / or participate in a halftime presentation

Marketing

Equally as important is getting the word out about your event, especially when trying to encourage community members to attend. Such activities may include the following, amongst others:

- Press release to local media announcing your event including...
 - Newspapers
 - Radio
 - Television
- Announcements to students, parents and school personnel through...
 - Listserv
 - Newsletters
 - Daily school PA announcements
 - School website
 - During other school events (i.e. home football games)
- Invitations to alumni.
- Working with other school organizations to help promote the event such as...
 - Student government
 - Marketing classes
 - Broadcast production programs
 - Elementary school and middle schools
- Working with the selected charity organization for their assistance in promoting the game. They can reach out to their media contacts and donors to encourage both media coverage and attendance.
- Working with any participating sponsors for their assistance in promoting the event. They can reach out to their media contacts, employees and customers. Depending on the sponsor, they may be able to promote your event at their place of business.
- Extend an invitation to local media to attend / cover the event and your community service efforts.

FINANCIALS

Contribution to the Richard Jacobson Education Fund

As part of each Pride Scrimmage, the host school is required to make a \$250 contribution to the Richard Jacobson Education Fund at the Iowa Hall of Pride. Those contributions will be used to further the Hall of Pride's mission to "educate the future" through their educational programs and work with students and schools across the state.

The \$250 contribution is per event. So if schools elect to hold a varsity / JV double-header or a boys and girls double-header, the Education Fund contribution is \$250. However, if a school elects to host two separate events (boys and girls), then they would be required to make a \$250 contribution for each event, \$500 total.

Checks should be made payable to the "Iowa Hall of Pride Foundation" and mailed to the following address:

Iowa Hall of Pride
c/o IHSAA
P.O. Box 10
Boone, IA 50036

The deadline to submit contributions is January 15, 2012. If you need an invoice in order for a check to be issued, please e-mail your request to challenge@iowahallofpride.com.

To ensure your contributions are attributed to the proper Pride Scrimmage application, please complete the contribution form found online and mail it with your check(s).

After expenses and the contribution to the Education Fund, all other revenues generated from Pride Scrimmages remain with the participating schools to be used as outlined previously.

Sponsor Involvement & Alumni Support

Schools may elect to identify a local sponsor to make the \$250 contribution to the IHOP Education Fund on their behalf (i.e. local business, service club, etc.). Schools may also be able to identify a prominent alumni member interested in finding a way to support their alma mater by making the \$250 contribution on behalf of the participating school. The Iowa Hall of Pride is a 501(c)(3) organization. Finding local support to cover the contribution enables more resources to go directly to the selected community service project.

In similar programs, participating schools were successful in securing support from alumni, local restaurants and shops, local insurance agents, local radio stations, etc. For most businesses, \$250 is a small price to pay for all of the positive public relations from their involvement. Then you can recognize them for their support through traditional means including acknowledgement in the program, PA announcements, signage, website, etc.

In some instances, the sponsor may prefer to donate directly to the community service project selected by the participating school. If that is the case, then the participating school can make the contribution to the Iowa Hall of Pride Foundation from gate receipts (as you likely would have done without a sponsor). Either way, the sponsor's involvement enables you to put more resources toward the community service project you have selected.

FINANCIALS

Revenue Sources

Participating schools are permitted to charge admission for Pride Scrimmages. Schools are also encouraged to identify additional methods for increasing revenues beyond ticket sales as a means to further support your selected community service project.

In similar programs, those schools that were creative in coming up with other ideas were much more successful in their fundraising efforts or collection efforts. Examples include:

- Change wars (where schools, grades or classrooms compete with one another to see who can collect the most change for the cause)
- Free throw shooting contests / 3-point shooting contests
- Program sales
- T-shirt sales
- Prize raffles / silent auction (using items collected from local businesses)
- Spaghetti / pancake dinners
- Sold paper basketballs and hung them on the wall at school

Besides generating additional revenue, these activities help create a real "event."

BE CREATIVE!

CONTACT US

Please feel free to contact us with any questions or for additional information.

www.iowahallofpride.com

challenge@iowahallofpride.com

515-432-2011

