

Academica Elves

Team Instructions

Your Mission

You are the face of Academica. Your job is to spread holiday cheer, show genuine appreciation for school staff, and create a memorable, fun experience. Every interaction should leave staff feeling valued and connected to the Academica family.

At a Glance

- **Team size:** Minimum 3 people per school visit
- **Duration:** 1 hour (elementary) | 2 hours (larger K-8/K-12 campuses)
- **Location:** Front office, teacher's lounge, or multipurpose room (school will designate)
- **Dress code:** Business casual, Academica name badge, Academica apron (provided)

Equipment Checklist

Confirm you have these items before leaving:

Required Items

- Prize wheel (dry erase)
- Dry erase markers (one black dry erase will be provided but multiple colors welcomed)
- Dry erase eraser (provided)
- Grand prizes (see prize list below)
- Raffle tickets + container or bowl for raffle ticket collection
- Consolation prizes: Stickers, Popcorn, Cheryl's Sugar Cookies
- Academica aprons (1 per team member)
- Table (if school is not providing one)
- Phone/camera for photos and video

Prize List

Grand Prizes (1 of each per location)

- Beats Studio Buds+
- Sharper Image PowerBoost Deep Tissue Massager
- Keurig K-Mini Plus® Single Serve Coffee Maker
- Fujifilm Instax Mini LiPlay Hybrid Instant Camera

Consolation Prizes

- Stickers
- Popcorn
- Cheryl's Sugar Cookie

Setup Instructions

Arrive 15 minutes early to set up.

1. **Check in with the front office.** Introduce yourselves as the Academica Elves and confirm your setup location.
2. **Set up your table.** Position the prize wheel so it's visible and accessible. Arrange prizes attractively.
3. **Write prizes on the wheel.** See "Setting Up the Prize Wheel" section below for detailed instructions.
4. **Put on your aprons and hats.** Look festive and approachable!
5. **Test the wheel.** Give it a spin to make sure it rotates smoothly.

Setting Up the Prize Wheel

The prize wheel has **14 slots** and is **dry erase friendly**. You will write the prizes directly on the wheel when you arrive at each location.

How to Fill the Wheel

1. **Write "Raffle Ticket for Grand Prize" on 4 different slots** (spread them out around the wheel, not next to each other)
2. **Fill the remaining 10 slots randomly** with these consolation prizes:
 - a. Stickers
 - b. Popcorn
 - c. Cheryl's Sugar Cookie
3. **Mix up the consolation prizes.** Don't put all the same prize next to each other—variety makes it more exciting!
4. **Write clearly and large enough to read.** Write "Raffle Ticket for Grand Prize" to make those slots stand out.

Running the Prize Wheel

When a Staff Member Arrives

1. **Greet them warmly.** "Hi! Thanks for coming to see the Academica Elves!"
2. **Ask to see their Golden Ticket.** They should show you the image on their phone. If they don't have it, they can still spin—we want everyone to participate.
3. **Invite them to spin the wheel.** Build excitement! "Let's see what you win!"

4. **Celebrate their win.** Whether it's a grand prize or a cookie, make them feel like a winner.
5. **Award their prize:**
 1. If they land on "Raffle Ticket for Grand Prize": Give them a raffle ticket, record their name and ticket number on the sign-up sheet, put the ticket stub in the container, AND give them a cookie so they walk away with something. Let them know: "You're entered to win one of our grand prizes! We'll draw at the end of our visit—you don't need to be here to win, we'll come find you!"
 2. If they land on a consolation prize: Hand them their sticker, popcorn, or cookie.
6. **Thank them.** "Thank you for everything you do. Happy holidays from Academica!"

Grand Prize Raffle Drawing

At the end of your visit:

- Gather any remaining staff who want to watch (optional-make it fun if there's a crowd!)
- Draw 4 raffle tickets from the container-one for each grand prize.
- Record the winners (name + prize won).
- Deliver prizes to the winners. If they're not present, take the prize to their classroom or leave it with the front office with their name on it.
- Take photos of winners with their prizes if possible!

Photos & Video

We want to capture this! Please take both a mix of photos and short videos throughout your visit. BONUS POINTS for the videos and the marketing team will thank you greatly. There's no judgement for what you capture, so just have a little fun with it. For videos, it's best to turn your phone sideways (horizontally) and for photos, take a combo of both up & down (vertical) and sideways (horizontally):

- Staff spinning the wheel
- Reactions when they win (especially grand prizes!)
- The raffle drawing
- Winners with their grand prizes
- Group shots with staff (ask permission first)
- Your team in action

Note: Depending on when you visit, it may be Spirit Week, so staff will likely be dressed festively—great for photos!

Team Roles

With 3 people, divide responsibilities:

- **Greeter:** Welcome staff, check for Golden Tickets, keep energy high
- **Wheel Operator:** Manage the wheel, hand out prizes, update the wheel with dry erase marker when grand prizes are won
- **Photographer/Floater:** Capture photos/video, help with crowd flow, restock prizes

Wrapping Up

1. Thank the front office staff for hosting you.
2. Erase the prize wheel completely so it's clean for the next location.
3. Pack up all equipment and leftover prizes.
4. Take a final team photo at the school.
5. Send photos/videos to [contact] via text or shared folder.
6. Report any issues or feedback to your team lead.

Key Reminders

- **Be enthusiastic!** Your energy sets the tone.
- **Everyone is a winner.** Treat the person who gets stickers with the same excitement as the person who wins the Beats.
- **This is about appreciation.** Make every staff member feel seen and valued.
- **Represent Academica well.** You are building relationships between our organization and school staff.
- **Have fun!** If you're having a good time, they will too.

Thank you for being an Academica Elf! 🌲