

# Imagine What Happens When You Celebrate Them

What would change in your building if you had a dedicated budget to celebrate your teachers — and the freedom to spend it your way?

## PICTURE THIS

### **It's a Friday afternoon. No one knows what's coming.**

Your teachers walk into the lounge and there's a spread they weren't expecting. There's swag at every seat — hats, t-shirts, something that says "we see you." There are handwritten notes from admin. Gift cards tucked inside. The vibe is different. People are laughing. Someone tears up. A few post photos before they even sit down.

Nobody had to fundraise for this. Nobody had to beg the PTA. Nobody had to choose between this and copy paper. This was fully funded. And you got to decide every detail — because you know your building better than anyone.

## WHAT COULD YOU DO WITH A CELEBRATION BUDGET?

### **A Surprise Staff Appreciation Lunch**

A catered meal no one saw coming. Not pizza from the office — real food, set up properly, during a real break. Teachers sit, eat, and feel like professionals instead of babysitters with lesson plans.

*For the building that needs a reset*

### **Classroom Wish Lists, Fulfilled**

Teachers submit what they actually need — books, art supplies, flexible seating, tech. And it shows up. Not from their own paycheck. Not after three months of approval forms. Just: you asked, we delivered.

*For the building that needs resources*

### **Gift Cards That Say "This Is Yours"**

Every teacher gets a personal gift card — \$25, \$40, \$50. Target, Amazon, Visa. Not a group gift. Not shared supplies. Something that's theirs. The message: we value you individually, not just as a staff.

*For the building that needs to feel personal*

### **A Mix of Everything**

Swag for the whole staff. Gift cards for the individuals. A catered lunch for the moment. You don't have to pick one lane. You design the celebration that fits your school's culture.

*For the building that wants it all*

**EVERY CELEBRATION INCLUDES:** TDI-branded hats and t-shirts for your entire staff. Always included. No exceptions.

### **You Know Your Building. You Design the Moment.**

TDI provides the celebration budget. You choose how it's spent. No approvals. No restrictions. No one telling you how to celebrate your own people.

# This Changes More Than a Day. It Changes a Building.

Teacher recognition isn't a perk. It's infrastructure. Schools that invest in how their staff feels see measurable changes in retention, morale, and culture. And it doesn't take a massive budget — it takes intention.

**THE IMMEDIATE SHIFT****Culture**

Teachers talk about it for weeks. "Did you see what admin did?" The hallway energy changes. Staff who were thinking about leaving pause. People feel seen — not because you said it, because you showed it.

**THE LONG GAME****Retention**

Schools with consistent recognition see 15-25% higher teacher retention. Your best people stay because they feel valued, not just employed. And recruiting gets easier when your staff talks about culture.

**THE FREEDOM****Choice**

Most admin have ideas for how they'd celebrate their staff but no budget to do it. This gives you that budget. No red tape. No committee. No waiting until Teacher Appreciation Week. You create the moment you want.

**THE RIPPLE EFFECT****Now Imagine Giving This to Another Building**

You know a school down the road that's struggling. Their PD is stale. Their teachers are burning out. You've seen what TDI did for your school.

When you refer that school and they partner with TDI, two things happen: their teachers get the professional development that changes everything, and your teachers get celebrated. One conversation. Two buildings transformed. That's the kind of legacy admin careers are built on.

**HOW THIS WORKS****One Referral. Your Teachers Celebrated. Another School Lifted.****1 You Refer a School**

Tell us about a school that deserves better PD.

**2 They Partner with TDI**

We reach out, start a conversation, and they say yes.

**3 Your Staff Gets Celebrated**

You receive a celebration budget and design the moment.

**Ready to Celebrate Your Teachers?**

Visit [teachersdeserveit.com/nominate](https://teachersdeserveit.com/nominate) or talk to your TDI partnership coordinator.