



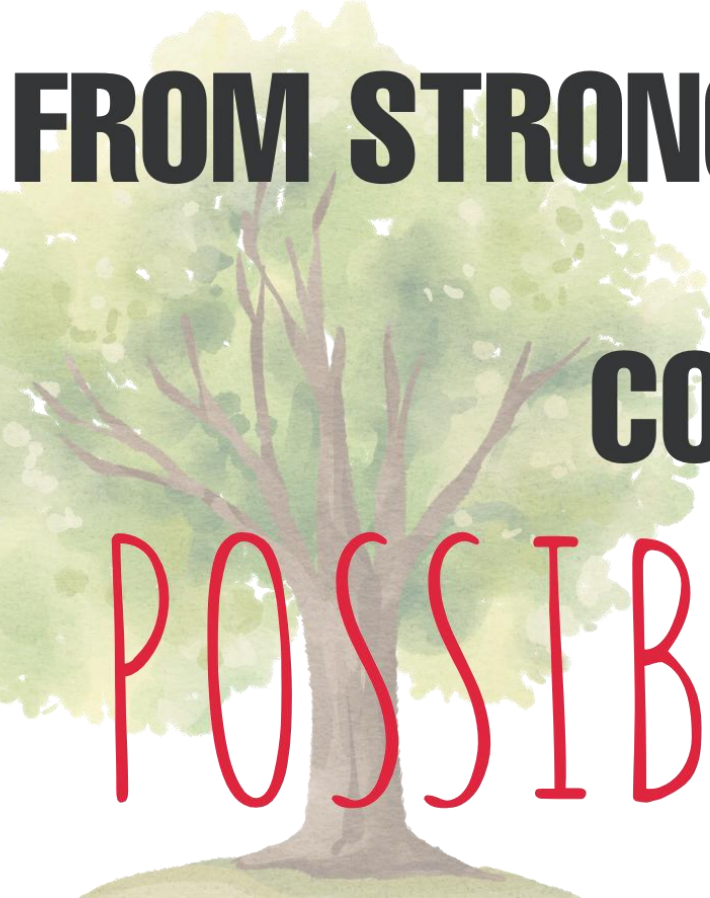
**VSBA**

**Virginia School Boards Association**

Leadership • Advocacy • Support

# **School Board Appreciation Month Toolkit**

February 2026



**FROM STRONG** ROOTS,  
**COME ENDLESS**  
POSSIBILITIES

*Participation in VSBA initiatives and observances is optional. Any related materials from the Association are shared as suggested ideas and resources for implementation. Member school boards may choose not to participate locally.*

# February is “School Board Appreciation Month”

In February 2026, join the Virginia School Boards Association (VSBA) in saluting the service of more than 800 school board members across the Commonwealth of Virginia during **School Board Appreciation Month**.

This year’s theme – ***From Strong Roots, Come Endless Possibilities*** – highlights the vital role school board members play in planting the seeds for student success—ensuring every student has the resources needed to grow, thrive, and reach their full potential. Their dedication helps ensure that Virginia’s public schools continue to grow, thrive, and inspire the next generation of learners and leaders.

School Board Appreciation Month provides a meaningful opportunity for your division and community to recognize the vital role of school board members in public education. These local leaders voluntarily take on the significant responsibility of governing multi-million-dollar school divisions, making decisions that shape educational opportunities while upholding the core values of our democracy.

We encourage you to use this month to celebrate your local school board’s accomplishments. Engage community leaders, business partners, and civic organizations to join in your recognition efforts.

This toolkit has been designed to support your division’s celebration and includes:

- Toolkit content and instructions sheet
- Suggested activities and tips
- Sample news release
- Sample letter to the editor
- Sample public service announcement scripts
- Sample article for newsletters and publications
- Education quotes sheet
- Draft proclamation

An electronic certificate template will be sent to School Division Clerks prior to February. These certificates can be personalized for each school board member and presented during a school board meeting. A separate certificate will also be provided for Student School Board Representatives, allowing divisions to recognize their contributions as well.

Thank you for your continued support in making School Board Appreciation Month a success. Should you have any questions or suggestions, please contact us at [communications@vsba.org](mailto:communications@vsba.org).

Together, let’s celebrate the strong roots that make endless possibilities possible for Virginia’s students.

# Toolkit Content & Instructions

## **Suggested Activities & Tips**

Within this toolkit you'll find dozens of ideas that may be used to celebrate School Board Appreciation Month. Don't miss out on this opportunity to celebrate your school board members.

## **Sample News Release**

This news release can be submitted to the local media for publication. Be sure to add information about special ceremonies or events you are planning for your board members. You may want to include an accompanying "fact sheet" about your division and/or board members. Include photos, if available.

## **Sample Letter to the Editor**

This sample letter can be submitted to your local newspaper for publication. Use the letter to inform the community about School Board Appreciation Month and to send a positive message about public education and your division's accomplishments. You could also ask a parent, booster or business partner to sign or co-sign the letter.

## **Public Service Announcements**

Contact local radio stations to arrange the announcing and placement of your public service announcement (PSA). This sample radio script can be customized to include your division information.

## **Sample Opinion Column**

This article can be adapted for use in your division newsletter, as an article in your local newspaper, as a letter to the editor or as the foundation of a speech.

## **Draft Proclamation**

A sample resolution that your city council or county board of supervisors can adapt/adopt and pass to proclaim February as "School Board Appreciation Month."

# Suggested Activities and Tips

## Celebrate School Board Appreciation Month “From Strong Roots Come Endless Possibilities”

Show your appreciation for the school board members who nurture the foundation of public education! Use the ideas below to spark creativity and community involvement throughout February.

### **Showcase & Share**

- **Create a short appreciation video** featuring students, teachers, parents, and community members sharing what they value about their school board.
- **Share your story** – send a press release or letter to the editor (samples included) highlighting how your board supports student success.
- **Go on air!** Partner with local radio or podcast hosts for a quick interview or public service announcement.
- **Launch a social media spotlight series** introducing each board member with fun facts, quotes, and their “why” for serving.

### **Celebrate & Connect**

- **Host an Appreciation Reception** at your February board meeting. Invite local businesses or restaurants to co-sponsor light refreshments.
- **“Adopt a Board Member”** – have schools or student groups present handmade cards, videos, or art pieces of gratitude.
- **Student art or essay contest:** “What Makes Public Education Grow Strong?” Display entries in the school lobby or local library.
- **Plant a tree or flower garden** dedicated to your school board – a living symbol of “strong roots and endless possibilities”

### **Engage the Community**

- **Request proclamations** from your city council, chamber of commerce, or local organizations recognizing School Board Appreciation Month.
- **Invite civic and business clubs** (Kiwanis, Rotary, Lions, etc.) to host your board members at a breakfast or luncheon.
- **Ask local businesses** to post appreciation messages on their marquees or digital displays.
- **Publish a digital brochure or webpage** featuring photos, service years, and community impact stories of your school board members.

### **Promote & Publicize**

- **Add a homepage banner** or scrolling announcement to your division website celebrating School Board Appreciation Month.
- **Feature board highlights** in your school newsletter, social media pages, or email updates.
- **Hang posters and banners** in schools, libraries, and public spaces with the 2026 theme: From Strong Roots Come Endless Possibilities.
- **Encourage handwritten notes of thanks** from students, staff, and families – simple gestures that mean so much!

## Inspire & Involve Students

- **Invite student groups** to perform at a February board meeting – choir, band, or spoken word presentations.
- **Honor your board members** at a school event – let them toss the first ball, blow the whistle, or announce the opening of a game.
- **Host a “Board Member for a Day”** event where students shadow a board member to learn about leadership and governance.
- **Start a student-led interview series** for your school’s news program or podcast, featuring board members’ insights and experiences.

## Inspire & Involve Students

- Send a daily quote during the first week of February using the enclosed “Education Quotes” sheet – post on social media or share via email.
- Encourage local media coverage that highlights the dedication and service of your school board members.
- End the month with a thank-you video or social post featuring messages of gratitude from across your division.

Tip: Remember – creativity and sincerity matter most. Whether through a small gesture or a big event, every expression of appreciation strengthens the roots of public education.

If your school division participates in any of these activities, please share them with the VSBA at [communications@vsba.org](mailto:communications@vsba.org) or tag us on [Facebook @Virginia School Boards Association](#) and on [X @VASchoolBoards](#)

## NEWS RELEASE

For Immediate Release

[DATE]

Contact

[NAME]

[PHONE]

### SCHOOL BOARD RECOGNIZED FOR SERVICE IN FEBRUARY

*Champions of Opportunity, Advocates for Excellence*

[CITY/COUNTY], VA – Throughout February, [SCHOOL DIVISION] will join communities across Virginia in celebrating School Board Appreciation Month, a statewide recognition of more than 800 elected and appointed school board members who champion public education every day.

This year's theme, "***From Strong Roots Come Endless Possibilities***," highlights the vital role school board members play in planting the seeds for student success – ensuring every student has the resources needed to grow, thrive, and reach their full potential.

"Our school board provides the guidance and governance that shape every aspect of the student experience," said [SUPERINTENDENT]. "Their leadership is constant throughout the year, and February gives us the opportunity to shine a light on their dedication and impact."

School board members in [SCHOOL DIVISION] take on significant responsibilities: setting policy, evaluating initiatives, and making decisions on complex academic, operational, and social issues. They oversee an annual operating budget of \$\_\_\_\_\_ million, serve \_\_\_\_\_ students, support \_\_\_\_\_ employees, and guide the work happening in \_\_\_\_\_ school facilities.

"These individuals make choices that influence not only our schools but the broader future of our community," added [SUPERINTENDENT LAST NAME]. "Across Virginia, school boards collectively support more than 1.2 million students and uphold one of the most essential pillars of our democracy, public education."

During February, [SCHOOL DIVISION] will honor its board with a series of activities and recognitions [INSERT DIVISION-SPECIFIC CELEBRATIONS]. Details will be shared throughout the month on the division website at [WEB ADDRESS].

The members of the [SCHOOL DIVISION] school board are:  
[LIST BOARD MEMBERS AND YEARS OF SERVICE].

###

# Sample Letter to the Editor

Dear Editor:

Each February, communities across Virginia take time to honor the individuals who help shape the future of our public schools. School Board Appreciation Month is an opportunity to recognize the commitment of school board members whose leadership guides the success of our students, staff, and schools.

This year's theme, "From Strong Roots Come Endless Possibilities," highlights the vital role school board members play in planting the seeds for student success – ensuring every student has the resources needed to grow, thrive, and reach their full potential.

Here in [SCHOOL DIVISION], school board members take on the significant responsibility of setting policies, adopting budgets, and addressing complex issues that affect our entire community. They oversee an annual operating budget of \$\_\_\_\_\_ million, serve \_\_\_\_\_ students, support \_\_\_\_\_ employees, and guide the work happening in \_\_\_\_\_ school facilities. Their work, often behind the scenes, helps preserve the core of public education and ensures that every child has the opportunity to thrive.

It is easy to overlook the countless hours school board members devote to studying reports, attending meetings, visiting schools, and listening to community members. During this month of recognition, I encourage our residents to take a moment to thank these public servants. A handwritten note, a kind email, or a simple expression of appreciation goes a long way in showing support for those who serve our schools.

The members of the [SCHOOL DIVISION] school board are:  
[LIST BOARD MEMBERS AND YEARS OF SERVICE].

Sincerely,

[SUPERINTENDENT]  
[SCHOOL DIVISION]

Local school divisions across Virginia join this annual observance, celebrating more than 800 school board members for their dedication to serving students and strengthening public education.

# Sample Public Service Announcement

[DATE]

**Contact**

[NAME]

[SCHOOL DIVISION]

[PHONE]

## **“From Strong Roots Come Endless Possibilities”**

### **THANK YOU ANNOUNCEMENT (15 seconds)**

February is School Board Appreciation Month, a time to honor the individuals who help our schools grow strong. Tell your locally [ELECTED/APPOINTED] board members how much you appreciate their leadership and the strong roots they provide for students in [SCHOOL DIVISION]. Their dedication helps create endless possibilities for every learner. A message from [RADIO STATION] and [SCHOOL DIVISION]

### **CELEBRATE ANNOUNCEMENT (30 seconds)**

February is School Board Appreciation Month, a time to recognize the steady leadership that keeps our schools rooted in strong values and focused on student success. Your locally [ELECTED/APPOINTED] board in [SCHOOL DIVISION] works every day to lay the foundation for endless possibilities, making decisions that shape the future for every child in our community. Join us as we celebrate the commitment of our school board and thank them for helping our students grow, thrive, and reach new heights. A message from [RADIO STATION] and [SCHOOL DIVISION]



## Sample Article

The following article can be adapted for use in your division newsletter, as an article in your local newspaper, as a letter to the editor, or as the foundation of a speech. Localize the article by adding information about your school board members, details of how board members will be honored during February, and examples of ways your board has improved education for the students in your division.

February marks School Board Appreciation Month, a time when communities across Virginia pause to recognize the individuals who provide the stable foundation on which our schools grow. This year's theme, *"From Strong Roots Come Endless Possibilities,"* highlights the vital role school board members play in planting the seeds for student success – ensuring every school has the leadership, resources, and vision needed to help learners grow, thrive, and reach their full potential.

School board members serve with vision, responsibility, and a deep commitment to every child's success. They craft policies, oversee budgets, and set long-term goals that influence every student, staff member, and family in our community. While much of their work happens behind the scenes, its impact reaches every classroom and shapes the future of our schools.

By establishing strong roots—fiscal stability, thoughtful policy, and a clear educational mission—our board ensures that students have the support they need to grow academically, socially, and emotionally. Their leadership helps open doors to endless possibilities through expanded learning opportunities and innovative approaches to teaching and learning.

In [SCHOOL DIVISION], our board members have contributed to meaningful progress across the division. **[Insert specific examples, such as investing in new instructional technology, supporting the expansion of CTE pathways, opening updated school facilities, enhancing student wellness programs, or strengthening community partnerships.]** These efforts help create an environment where students can explore their interests, build new skills, and envision futures full of possibility.

Throughout February, we will celebrate School Board Appreciation Month with **[describe planned recognitions, such as student artwork displays, special presentations, social media spotlights, or acknowledgments at the February board meeting]**. This month offers an important opportunity to express gratitude for the dedication, leadership, and service our board members provide year-round.

Please join us in honoring the members of the [SCHOOL DIVISION] School Board. Their guidance and commitment help ensure that our schools remain strong, resilient, and full of promise—places where students can take root, grow, and discover endless possibilities.

# Education Quotes

“The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education.”

—Martin Luther King Jr.

“We cannot always build the future for our youth, but we can build our youth for the future.”

—Franklin D. Roosevelt

“An investment in knowledge pays the best interest.”

—Benjamin Franklin

“Education’s purpose is to replace an empty mind with an open one.”

—Malcolm Forbes

“There is a place in America to take a stand: it is public education. It is the underpinning of our cultural and political system. It is the great common ground. Public education after all is the engine that moves us as a society toward a common destiny...It is in public education that the American dream begins to take shape.”

—Tom Brokaw

“No one has yet realized the wealth of sympathy, the kindness, and generosity hidden in the soul of a child. The effort of every true education should be to unlock that treasure.”

—Emma Goldman

“As a product of the public education system, I want all American students to have what I had—access to a quality education that enables them to pursue any career they wish, and take on any challenge they choose. Giving our students the best education in the world is a moral imperative and, especially, an economic necessity.”

—Richard Riley, former U.S. Secretary of Education

“Never doubt that a small group of thoughtful, committed individuals can change the world; indeed, it’s the only thing that ever has.”

—Margaret Meade

“Everyone you will ever meet knows something you don’t.”

—Bill Nye

“The beautiful thing about learning is that no one can take it away from you.”

— B.B. King

“Live as if you were to die tomorrow. Learn as if you were to live forever.”

—Gandhi

“The future belongs to those who believe in the beauty of their dreams.”

—Eleanor Roosevelt

## Virginia School Board Appreciation Month February 2026

**Whereas** the education of Virginia’s school-aged children is the foundation upon which the economic, social, and intellectual capital of our state is built; and

**Whereas**, locally elected and appointed school boards play an important and vital government role, and decisions made by local school boards directly influence instruction in Virginia’s public schools; and

**Whereas**, these decisions affect the present and future lives of children, and also set direction to prepare all students to be competitive in a local, state, national and global 21st Century knowledge economy; and

**Whereas**, local school board members work with parents, businesses, education professionals and other community members to create the educational vision we want for our students; and

**Whereas**, this year’s theme – *From Strong Roots Come Endless Possibilities* – highlights the vital role school board members play in planting the seeds for student success – ensuring every student has the resources needed to grow, thrive, and reach their full potential.; and

**Whereas**, School Board Appreciation Month provides an opportunity to celebrate Virginia’s school board members who champion the mission of public education; now, therefore be it

**Resolved**, the \_\_\_\_\_ division joins the Virginia School Boards Association in recognizing the contributions of the local school board members to the academic success of its public school students and expresses its sincerest recognition to local board members for their focus on the well-being and achievement of students throughout the Commonwealth; and, be it finally

**Resolved**, the \_\_\_\_\_ division declares February 2026 as School Board Appreciation Month and encourages local community members and leaders to appropriately recognize our school division’s dedicated school board members.



# VSBA

**Virginia School Boards Association**

Leadership • Advocacy • Support

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