



## **How to Run a Rewards Scheme**

### **Step 1: Identify the Target Group**

The target group you identify will affect what rewards you use and the way the scheme is run. There are a number of different ways to target pupils:

1. Each student in a particular group could be set a target to achieve over a short timescale and be rewarded if they achieve it.
2. You could reward all the 98%, 99% and 100% attendees.
3. You could give out points depending on attendance levels; 1 for 93%, 2 for 94%, 3 for 95% etc.
4. You could select certain members of the school who need to improve and reward them if they reach their target.

All of these options have implications; if you reward really high attendance this is unachievable for others, if you reward lower attendees for achieving targets this may seem unfair to those attending every day.

Running the scheme over a short time period or combining the above options can reduce these issues. Your school's attendance data highlights which groups need to be targeted.

### **Step 2: Identify Additional Criteria**

There are a number of additional criteria, which could be used to improve the scheme:

- Students could be ineligible to win if they have any unauthorized absence
- Student could be awarded extra points if they bring a note promptly after an absence
- Students could be penalized for an excessive number of tardies

### **Step 3: Match the Rewards to the Target Group**

It is important to consult your target group to establish what rewards they would like, consider a quick survey, class vote or ask the student council. This helps to ensure the majority of your target group will want to win the reward.

### **Step 4: Establish the Timescale**

Running the reward scheme over short timescale means the targets are achievable for the maximum number of students, 6 weeks is optimum.

### **Step 5: Advertise the Scheme & the Improvement Targets**

The reward scheme will be most successful if the entire target group are aware of it and want to win what is on offer. Ideas for promoting the scheme include:

- Posters (sample rewards poster can be found at the end of this section)
- Postcards / flyers
- Assemblies
- Ask staff to promote the scheme in assembly, tutor time and lessons.
- Pictures of rewards displayed in the school

### **Step 6: Distribute the Prizes**

Having an assembly to distribute the prizes at the end of the scheme reinforces the messages around good attendance.