



# TRUEBLUE VIEW

JUNE-JULY

## Hi TrueBlue Coordinators!



While you enjoy these last weeks of summer, be thinking: **"The early bird gets the worm."** Take a cue from our feathered friend and start your TrueBlue School (TBS) fundraising planning **NOW**.

Here are a few tried and true "TrueBlue" promotional ideas/suggestions that you can use to help jumpstart the TBS program at your school. These are great ideas to implement at your school's upcoming registration/open house events.

**1) Do your homework and learn how the TBS program works. Be ready to talk to parents about how TBS can help your school earn money.**

Visit the TrueBlue Coordinator (TBC) section of [trueblueschools.com](http://trueblueschools.com) to learn how the program works. Remember, a TrueBlue Schools Program Manager is just a phone call away to answer your specific questions, too. Then tell parents about the program, how it will benefit their children, and share how funds raised will be used at your school. Providing your parents with the "specifics" on how the program works will help them get fired-up about making the switch to Georgia Natural Gas to help earn money for their school.

**TrueBlue Success Tip:** *In order to sell the program and have the buy-in you need to make this program a success, you need to know and understand how the program works.*

**2) Designate a table for TrueBlue Schools at your upcoming open house/registration/back-to-school event. Be ready to hand out information and sign people up for the program and Georgia Natural Gas.**



Find us on  
**Facebook**



## TrueBlue Schools is NOW on Facebook! Become a Fan Today!

By becoming a "Fan" of the TrueBlue Schools' Facebook Page, you'll have access to one of the first online communities for TrueBlue Schools. You will be able to chat with other TBS Coordinators and participants to share ideas, discuss recent events, check out new pictures and much more! You'll also have a resource for immediate information on exciting new contests and sweepstakes, some of which may be held exclusively for TrueBlue Schools' Facebook Fans!

So what are you waiting for? Click the image or copy the link below to go directly to the TrueBlue Schools' Facebook Page. Select "Like" at the top of the page to stay connected to all of the latest happenings about the TrueBlue Schools program through Facebook!

Find us on Facebook 

<http://www.facebook.com/TrueBlueSchools>

## Your TrueBlue Coordinator Welcome Kit is Coming at the End of July!



We will be mailing out your TrueBlue Coordinator Welcome Kit at the end of July that will have all of the essentials to help you get the TBS program started at your school. Your kit will include items such as an FAQs sheet, a participant sign-up step-by-step instructional sheet, as well as ideas on how to promote TrueBlue Schools at your school. All of these items will be available on the [trueblueschools.com](http://trueblueschools.com) website too. You can access these tools by logging in to the site using your TrueBlue Coordinator username and password. If you have any questions or problems with accessing the site please contact Chad Miller at [chadmiller@trueblueschools.com](mailto:chadmiller@trueblueschools.com).

Prepare your table with TBS flyers, brochures, and promotional materials that can be downloaded and printed directly from [trueblueschools.com](http://trueblueschools.com). Be sure to bring your laptop so that you can guide people through the sign-up process, on the spot. Also, download and print the email reminder sign-up sheet for for people who are currently in a contract with another gas provider. They simply fill out the form, and GNG will send them an email reminder when their current contract expires, reminding them to make the switch to Georgia Natural Gas and earn money for their school through TBS.

**TrueBlue Success Tip:** *Using the online TBC fundraiser tools makes it super easy to manage this program. Check them out in the coordinator section of the [trueblueschools.com](http://trueblueschools.com) website. You'll be glad you did.*

**3) Create your own TrueBlue Schools "Pitch" to share with peers and parents. Get ready, registration and open house are just right around the corner.**

Who doesn't want money for their school? You have an easy solution. Stand up and tell your peers why TBS is such a great program. Your excitement and passion will help people from your school see the true benefits, and realize why they should support and sign up for the TBS program.

**TrueBlue Success Tip:** *You have the credibility with the parents and teachers at your school more so than any "outside" representative of the TBS program. Make this program your own and share your passion for it, so when you stand up and talk about it, others become TrueBlue believers too. Get your principal and other school leaders to stand up with you.*

**4) Add a link to [www.TrueBlueSchools.com](http://www.TrueBlueSchools.com) on the homepage of your school's website. It's just that easy!**

**TrueBlue Success Tip:** *Everyone that visits your school's website should see your school is "TrueBlue" and learn how they can help raise money for your school.*

**5) Send an email or write a newsletter article in August 2010 to highlight TrueBlue Schools and how parents can sign up to raise money for your school.**

**TrueBlue Success Tip:** *Back to school is always a busy time, so be sure to put the TBS fundraising program in front of your parents early, before fall sports, festivals, and the holidays are full swing.*

Finally,

**The Early Bird Gets the Worm! So, go get those worms. Good Luck.**

## TrueBlue Schools at the 96<sup>th</sup> Annual Georgia PTA Conference



Georgia Natural Gas' TrueBlue Schools was proud to be a sponsor of this year's Georgia PTA Annual Convention and Leadership Training

Convention on June 25th and June 26th at the Georgia International Convention Center.

A highlight of the Conference was the first-ever Georgia Natural Gas TrueBlue Schools Coordinator Training workshop, called "Show Me the Money," starring "Cash" the Coordinator. More than 50 conference-goers were in attendance to learn how the TrueBlue Schools program works, and experienced firsthand how to engage others in their local school community to implement the program for the greatest success.

In addition to the Workshop, the Georgia Natural Gas exhibit focused on TrueBlue Schools success stories, as well as the 860+ additional schools across the state that have earned more than \$400,000 so far through the program. Booth visitors had the chance to get their photo taken with the ever popular Gas Guy, and sample several TrueBlue Schools' healthy recipes.

In alignment with the mission of Georgia PTA, the TrueBlue Schools program supports healthy eating education through tools, tips and recipes, to decrease the childhood obesity rate across the state. With a focus on fundraising and healthy eating, every visitor to the TrueBlue Schools booth and/or workshop went home a winner - with a TrueBlue, healthy way to earn money for their school!

Now, that's TrueBlue!



## June/July TrueBlue Featured Recipe

**Herbed Chicken Patties**

Wishing you much TrueBlue success this school year,

Jennifer Lull and Chad Miller

TrueBlue School Program Managers

## Summer Quarterly Donation Checks



Good news! Quarterly TBS donation checks will be sent to your school in the coming weeks as long as your school has submitted a W-9 Form to Georgia Natural Gas prior to **June 30th** and all of you school's TrueBlue participants have a status of "contributing."

**\*To check the status of your school's TrueBlue participants and whether your school has submitted a W-9 Form simply log on to [TrueBlueSchools.com](http://TrueBlueSchools.com) using your TrueBlue Coordinator login username and password.**

Be on the lookout for your donation check and please notify your school's office and/or bookkeeper so it does not get lost or misplaced. It will arrive in a plain white business envelope and the check itself will come from **SouthStar Energy Services, not Georgia Natural Gas**. It will have the following description on the stub portion: **"TrueBlue Schools-xxx"**

If your school has **not** submitted a W-9 Form yet, please remember that we can not release the donations until we have a completed W-9 Form on file for your school. If needed, please submit a completed W-9 Form:

- **Email:** Chad Miller at [ChadMiller@TrueBlueSchools.com](mailto:ChadMiller@TrueBlueSchools.com)
- **Fax:** 404-685-4030; ATTN: TrueBlue Schools
- **Mail:** TrueBlue Schools Program, GNG, P.O. Box 78760, Atlanta, GA 30357

If you need a blank W-9 Form to fill out, please contact us and we'll be happy to mail or email you one. Once you have submitted a W-9 Form for your school there is no need to re-submit a form each year. Your school is all set for receiving donations.

**\*\*Remember, the next round of donation checks will be mailed out in October. So if you didn't get your W-9 Form in on time for this quarter, you still have until the end of September to get your form in to us for the October pay out.**



This very tasty meal is a great way to use up cooked chicken. Kids love the patties on a bun, but they are equally delicious as a plated meat course along with mashed potatoes and grilled asparagus. In addition, they are easily frozen before pan frying, for a quick out-of-the-freezer busy night meal.

To check out TrueBlue Schools' June/July featured recipe as well as many more easy-to-prepare recipes, visit

[www.TrueBlueSchools.com/cooking.asp](http://www.TrueBlueSchools.com/cooking.asp)

**TrueBlue Healthy Eating Tip:** *Cooking with lean meats such as poultry has many health benefits. Poultry has less fat and cholesterol than red meat and has a high level of Zinc, which promotes bone and tissue growth.*



## Have a Great Summer from TrueBlue Schools!

[Forward email](#)