



Teachers Guide

Hello Teachers and Faculty!

First of all, thank you so much for inviting me to your school. I am a professor at Stevenson University and both my parents each taught for over 20 years. To say I appreciate the hard work you do every day in the classroom is an understatement.

I know we'll have a lot of fun with your students, but to make sure everyone knows what is going on the day of my visit, please take a few minutes and read this entire Teachers Guide.

My science talk and the Wind For Change wind speed contest work together to fundraise for an amazing local charity: The Cool Kids Campaign. Their mission is to improve the quality of life for pediatric oncology patients and their families by focusing on the academic, social and emotional needs brought on by a cancer diagnosis. Cool Kids Campaign offers programs completely free at their Learning Center such as personalized tutoring, 'Mommy & Me' guided playtime, 'Teens.CanSur.vive' teen support group, and even a support group for the siblings of kids with cancer called 'Team Sibs.' Cool Kids Campaign also sends care packages nationwide to kids with cancer when they are first diagnosed in hopes to brighten their day. **100% of the funds raised through *Wind For Change* go directly to these programs.** In the past 5 years, Wind For Change has raised over \$100,000 for Cool Kids Campaign. For more information about how you could become involved with the Cool Kids Campaign, visit www.coolkidscampaign.org.

Sincerely,

A handwritten signature in black ink that reads 'Justin Berk'.

Justin Berk

Contact Information:

For ALL Questions and Logistics:

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Day Of Visit Contact:

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WIND FOR CHANGE FUNDRAISING

Since Justin does not charge a fee to schools and with the high demand for visits last season, we've had to implement a minimum goal for students to pledge and collect for Cool Kids Campaign. This goal to fundraise is dependent upon the number of students that will be present for Justin's lesson. Below is the scale of how much the schools are expected to raise based on the number of students participating in Justin's presentation.

Schools MUST fundraise at least...

# of students	Minimum Goal
Under 70	\$480.00
71-100	\$560.00
101-150	\$800.00
151-200	\$1,200.00
201-250	\$1,600.00
251-300	\$2,000.00
301-400	\$2,400.00
401-500	\$3,200.00
501 +	\$4,000.00

If the students are not able to pledge and collect this minimum amount, we ask that the school will provide the remaining amount as a donation to Cool Kids Campaign.

What You'll Need For Justin's Visit:

- A projector with a VGA cable, screen, and a small table to support the laptop/projector
- SPEAKERS (there are several videos in his presentation)
- A table to put his props /demonstrations on. A 4'- 6' folding table works great
- About an hour to an hour and a half to teach his lesson and conduct the Wind For Change competition
- Volunteers! See page 5 for how many you'll need (depends on the number of students)

TIMELINE OF WIND FOR CHANGE

Now:

- Reserve the auditorium or space to hold the assembly.
- Reserve a projector with VGA cable and screen, and speakers, for Justin to use and request a folding table is set-up for Justin to put his laptop and visuals.
- Invite the school principal and other faculty members to mark their calendars to participate in the *Wind For Change* contest during Justin's visit (extra loud cheering guaranteed).

2-3 Weeks before Justin's Visit:

- **Create online fundraising page for your class on Razoo (Directions on page 5).**
- **Make photocopies of the 'Parent Letter and Pledge Sheet' (Attached to this guide).**
- **Introduce the *Wind For Change* competition to your classes by sending the letter home and encouraging the students to fundraise.**

1 Week before Justin's Visit:

- Start asking your students to bring in the Pledge Sheets. Record their full names in the spreadsheet sent to you as a guide.
- Remind them if they want to participate in the wind speed contest and help to win a pizza party that they have to bring in the pledge sheets before Justin visits!
- Review the "What would you like Justin to teach?" section of this Guide and email us the subjects you wish him to highlight. Justin brings props and demonstrations to highlight certain topics. If you don't specify, that's OK! Justin will go through his more general, age-appropriate lesson.

Week of Justin's Visit:

- Email the spreadsheet to windforchange@coolkidscampaign.org. Make sure all of the students participating are in the order you want them to go. It makes running the competition go much quicker if their names are already in a spreadsheet and in the correct order! See the next page for how to set up your sheet.

Day of Justin's Visit!

- Make sure all kids who are participating are on the spreadsheet and pledge sheets are turned in.
- Print out a few copies of the participation spreadsheet. **You'll be calling the students up in this order.** But don't worry, we'll be keeping track of each child's wind speed and will send it after the visit.

One Week following the visit:

- Kids go home and collect their pledges based on how high a wind-speed they blew.
- Use the pre-paid envelope provided, mail in all the collected checks to the Cool Kids Campaign.
- Please do NOT send cash – have the school cut a check if necessary.
- **Deadline to mail checks: The Friday falling two weeks after Justin's Visit.**

A Typical School Visit With Justin Berk

- Justin's science talk takes about 45-60 minutes.
- *Wind For Change* contest – budget about 1 minute per student. If there are more than 20-30 kids, we set up two rows so two children can compete at once (this is where volunteers really help – see below).
- Certificates and pinwheels (Elementary) or rulers (Middle) get handed out to the students (either then or later that day by the teacher) so they can take them home and collect their pledges.
- MOST school visits are completed in about 90 minutes.

What Would You Like Justin To Teach?

Here is just a small sample of the topics Justin can cover. If you don't specify any topics, Justin will create a more general, age-appropriate lesson for your students. If there is something you would like him to cover not listed below, by all means send an email to windforchange@coolkidscampaign.org

- Water cycle
- Heat transfer: radiation, conduction, and convection
- Renewable Energy: solar, wind, etc.
- Demonstrate different types of thermometers and instruments
- Severe weather: different types, why it happens, what to do if you're caught, videos
- Precipitation: rain, sleet, snow, hail and everything in between
- Local geography and topography
- Lightning and Thunder

Running The Contest! *Wind For Change* 101

Here's how it works: Justin will line up the students in two rows and call two students at a time to the front (he'll have two anemometers with him). You should budget about one minute per pair of students. Justin calls out their speed and a volunteer records it into Justin's iPad. (**Note: This is why having the list of kids participating in the spreadsheet and lining up in the same order saves an enormous amount of time.**) A volunteer with neat handwriting is usually recruited to help fill in the certificates given to the kids. Once all students have participated, Justin will announce how much your group has pledged to fundraised.

Most school visits are done in about 90 minutes, inclusive of the science talk and competition.

Wind Speed Categories: Breezy 0-9 mph Nor'Easter = 30 mph+
Gusty: 10-19 mph Tropical Storm = 40 mph+
Stormy 20+ mph

Just in case you are wondering, the VAST majority of students will be in the Gusty or Stormy category. Out of 500 students in Season 1, only approximately eight registered as Nor'Easters and only three as Tropical Storms.

A Small Request – Please have girls with long hair tie their hair back!

A girl with long hair got it stuck in the instrument last season and broke the sensitive fan blade.

Volunteers Needed

A few helping hands will make *Wind For Change* run as smoothly as possible. They can be other faculty members, parents, really anybody – just another adult in the room to help organize the students. Justin is pretty self-sufficient with the science lesson and when he needs help he asks for student volunteers.

Please refer to the chart below for how many volunteers you'll need.

You should count yourself in these totals.

# of Students	# of Volunteers
< 30	1
30-40	2
40-50	3
50-60	4

**For every 20 additional students after 60, add one additional volunteer*

Volunteer Duties Include:

- Taking pictures (smartphone camera is fine)
- Calling out who's up and who's on deck in the same order as the spreadsheet
- Filling out certificates for the students
- In general keeping everything moving along

What should your spreadsheet look like?

Running the *Wind For Change* contest will go substantially faster if the names of the students and their pledges are already in a spreadsheet. Please email it to windforchange@coolkidscampaign.org *no later than one day before Justin's visit*. If we have to add students the day of that's fine, but having the vast majority typed is key! We call the students up **in the same order** they are listed on the sheet. All you'll need are the five columns listed below. We will also send you a spreadsheet template at least two weeks prior to the visit.

First Name	Last Name	Teacher/Grade	Total Flat Donation	Total Pledged \$/MPH
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Pledges and Donations

Students can fundraise several different ways: Either by getting pledges/donations in person or online.

Creating an online fundraising page for you school is easy!

- Go to <http://www.razoo.com/team/Wind-For-Change>
- On the right-hand side of the page is a box that says "JOIN THIS TEAM."
- Click on "FUNDRAISE" to get started. (You'll need to create a Razoo account if you don't already have one.)

Following the *Wind For Change* contest, students have two weeks to collect the pledges from their friends and family members.

- **Checks should be made out to Cool Kids Campaign with *the students name* in the memo line.**
 - If students bring in cash, that's okay, but please do NOT mail it. Instead, collect it all and have the school cut one check made out to the Cool Kids Campaign with *Wind For Change* in the memo line.
- A self-addressed, stamped envelope with a tracking number will be provided the day of the visit.

Incentives for Fundraising

Each student that fundraises for Cool Kids Campaign can participate in the wind speed contest and will receive a certificate of participation as well as a pinwheel (Elementary) or ruler (Middle)!

***New this year! * Students that pledge and fundraise \$20 or more will receive a FREE pass for admission to the B&O Railroad Museum in Baltimore!**

In addition to the students' participation in the wind speed contest and other incentives, each school is given the chance to **win a pizza party for their entire class** by pledging to fundraise and collecting the amount below. This scale is dependent upon the number of students participating in Justin's lesson.

Ex. If you have 100 students in your 2nd grade class and they pledge to fundraise and collect \$3,250, they will win a pizza party provided entirely by Cool Kids Campaign!

Amount for schools to fundraise to win a pizza party:

# of students	Goal for pizza party
Under 70	\$1,750.00
71-100	\$2,500.00
101-150	\$3,750.00
151-200	\$5,000.00
201-250	\$6,250.00
251-300	\$7,500.00
301-400	\$10,000.00
401-500	\$12,500.00
501 +	\$12,525 +

TOP INDIVIDUAL PRIZE: *The student that raises the most out of ALL the school visits for the entire school year will win four (4) free Orioles tickets!*

Fundraising Tips

If your students aren't sure where to start getting pledges, here are some tips to give them on fundraising:

- Make sure you know why you're asking! Plan a short message about Cool Kids Campaign and why you want to help. Make it as personal as possible! Here's an example:
 - "Cool Kids Campaign helps other kids just like me that are unfortunately sick with cancer which sometimes doesn't allow them to go to school regularly. I can't imagine not being able to go to school and see my friends every day. I'm glad that Cool Kids Campaign gives kids a place to learn and be a normal kid."
- Ask family members, friends, and neighbors in person for donations.
- Send an email with your school's Razoo link to friends and family you can't ask in person.
- Host a small fundraiser like a bake sale or a lemonade stand at school or in your neighborhood.
- Remember to say thank you when someone makes a donation!

Frequently Asked Questions:

Q. Can a student with no pledge sheet participate? What if they forgot it at home?

A. We typically do not allow walk-up registrations, as we have seen a close to 0% follow-through with the fundraising component. It is not fair to the students who did take the time to do the fundraising. We defer to the teacher's judgment on last minute additions and "forgot the form" students.

Q. Do bigger or older kids have an advantage due to their size?

A. Nope! We have honestly found there is no link between age, size, or gender. It is very much dependent on technique and how strong your lungs are feeling that day!

Q. What happens if we have a snow day when Justin is supposed to visit?

A. We'll try as hard as we can to reschedule Justin to a different day.

Q. Do the students need to bring anything to Justin's science lesson or Wind For Change?

A. Nope! Besides remembering to hand in their pledge sheets to you before Justin's visit, they don't need anything with them during the science lesson or the contest. Girls with long hair should bring a hair tie.

THANK YOU!

On behalf of all the children involved with the Cool Kids Campaign, thank you so much for inviting Justin to your school. We are so fortunate to have him as a passionate advocate for our program, and it is through your students' participation that we are able to raise so much money each year through *Wind For Change*. We couldn't do it without you.

Sincerely,



Chris Federico
President
Cool Kids Campaign



Sharon Perfetti
Executive Director
Cool Kids Campaign



Lauren Moyer
Operations Coordinator
Cool Kids Campaign