



**MAYOR'S INTERAGENCY TASK FORCE
ON TRUANCY, CHRONIC ABSENTEEISM
AND SCHOOL ENGAGEMENT**

2011-2012

TASK FORCE INCENTIVES

OVERVIEW LIST

During its second year, the Task Force has been able to secure the following list of incentives for its participating schools. In addition, the Task Force has produced a "How To" guide on the topic of incentives, explaining how schools can best create a sustainable incentive model for the future.

1. Certificate of improved attendance from the Mayor and Chancellor
2. Movie tickets: 100
3. Yankees End of Year Hall of Fame Ceremony*
4. Macy's gift cards: valued at \$45,000
5. Macy's gift cards: valued at \$15,000 for spring in-store shopping & attendance celebration event*
6. Tickets to Macy's July 4th fireworks show*
7. Tickets to Macy's Thanksgiving Day parade*
8. Starbucks gift cards: 250*
9. J&R flash drives: 300*
10. Empire State building Skyride tickets: 1 million dollars worth (12,000 tickets)
11. HOT 97 School-wide DJ Pep Rallies
12. Disney Books: 1,500+ new books at DHS family shelters
13. Backpacks & School Supplies: 250 at DHS family shelters
14. VIP tours of City Hall
15. Task Force lapel pins for principals
16. New York Sports Club discounted membership for teachers & mentors*
17. New York Sports Club gym equipment donation*
18. New York Sports Club \$25,000 CHAMPs donation*
19. *Every Student Every Day* school banners
20. Youth Ambassador WakeUp! call program
21. Celebrity WakeUp! call program
22. Attendance success bracelets*

*To be distributed