



PROMOTIONAL IDEAS



Schools are encouraged to create their own supporting campaigns to have fun learning about Tule Springs Fossil Beds National Monument while also raising funds to protect and develop the park.

Here a few promotional ideas your team may consider.

SCHOOLWIDE IDEAS

- Hold a schoolwide rally (or make this part of one already planned) to share the promotional video and promote Mammoth Penny Push activities.
- Engage parent groups or student organizations such as the PTO, Student Council, NJHS, or Environmental Club to lead efforts in your school.
- Have your school librarian create a special display of books/resources:
 - The Pleistocene epoch and/or ice age
 - Fossils and Paleontology
 - National Parks
 - Conservation or preservation of natural resources and/or public lands.
- Have students create a clever, topical theme or slogan for the Mammoth Penny Push in your school. Use the following examples to get the discussion started:
 - “Protecting our Past”
 - “Digging Deep to Change our Future”
 - “Making Change with Change”
 - “Building Our Park with Our Pennies”
 - “Tule Springs -- a Hidden Treasure.”
- Have students create posters promoting the park and/or the penny drive.
- Hold a poster, cheer, or other student contest promoting protection of the park.
- Utilize provided pictures and images to enhance these efforts. Resources can be found here: www.nps.gov/tusk/learn/education/index.htm
- Encourage participation by creating additional competitions between classrooms or teams.
- Create a “Mammoth Meter” or other tool in a visible area to track donations.
- Create a “Mammoth Penny Push Minute” each day, with schoolwide PA announcements and simultaneous classroom collections.

IDEAS FOR THE CLASSROOM

- Share the promotional video and promote Mammoth Penny Push activities.
- Incorporate themed student activities into classroom lessons. A variety of resources can be found here: www.nps.gov/tusk/learn/education/index.htm
- Utilize the fact sheets about the Tule Springs Fossil Beds and the National Park Service to help promote conservation/preservation of natural resources and public lands.
- Have students write an essay or create a piece of artwork using the resources provided.
- Incorporate topical words into spelling lessons.
- Encourage students to create a design for the National Monument, present it to the class, and submit it for the t-shirt design contest.
- Decorate your classroom coin container using stickers, photos, and images.
- Give a sticker (elementary schools) or bookmark (middle/high schools) to each student when they make their first donation to the penny drive effort.
- Develop creative “mini-lessons” for fundraising efforts, such as:
 - Bring a penny for each foot tall that the average Columbian mammoth grew (14).
 - Bring a penny for every 1,000 years since the Pleistocene epoch ended (10).
 - Collect 23,000 pennies as a class, one for each acre of the National Monument.