



TASC Endorsed Program Request



Board of Directors Policy Regarding Endorsements and/or Partnerships

Programs/projects that complement the mission and purpose of student council may be considered by the Board for an endorsement/partnership. Programs or projects interested in forming a partnership with TASC must demonstrate in writing the ways in which the program enhances the work of or provides a resource to student councils. Programs/projects sponsored by member schools are preferred. The Board will approve this type of relationship at the summer board meeting. The board may determine to limit the number of endorsed programs. These relationships benefit TASC member schools directly, either by providing a resource to the council or to individual students. Endorsed programs often exhibit at TASC events and present at TASC events. Benefits to an endorsed program/partner may include access to member schools' data for marketing, inclusion in conferences through presentations and reduced exhibit rates, a link on the TASC website, and inclusion in the TASC Resource Guide. Relationships are established by a board vote and are renewed annually. Existing programs must demonstrate participation by and benefit to schools and justify the continuation of the relationship in writing.

Indicate if this is a new or continuing partnership	Continuing
Name of Organization/Program	Nickel from Nicole
Primary Contact Information	
Name	Jeff LeGrow
Address	4504 Southgate Dr., Plano, TX 75024
Phone Number	(214) 532-2090
Email	info@NickelFromNicole.com
Website	Website: www.NickelFromNicole.com Facebook: https://www.facebook.com/NickelFromNicole/
Secondary Contact Information	
Name	Sharlene Lin
Address	4504 Southgate Dr., Plano, TX 75024
Phone number	(214) 280-4593
Email	info@NickelFromNicole.com
Mission/Purpose of Organization	Nickel from Nicole is a 501(c)3 non-profit whose mission is to promote safe driving awareness to new teen drivers.
How does your mission align with the goals/purpose of Texas Student Councils? (See About Us tab at www.tasconline.org .)	<u>The #1 cause of teenage deaths in the USA is car accidents!</u> Nickel from Nicole encourages all high schools to be proactive in developing a safe driving awareness program. Nickel from Nicole can work with student council members to enhance their existing safe driving programs, or help them start a safe driving awareness campaign using our "free" collateral.

Describe in detail the process for TASC member school participation in this program.	TASC member schools simply need to contact Nickel from Nicole with details on the type, size and timing of the campaign they wish to conduct. We will promptly reply by sending our free collateral accordingly.
What is the benefit of this partnership to the TASC organization as a whole, its member schools or individual advisors/students?	<u>The #1 cause of teenage deaths in the USA is car accidents!</u> For 45+ consecutive years this has been a SAD fact. The collateral Nickel from Nicole provides to help spread safe driving awareness is free. Over 250,000 Nickel Cards have been requested and distributed around the world – the majority being given to High School students across Texas who learned of Nickel from Nicole through a TASC organized event. Our affiliation with TASC has resulted in collaboration activities with other TASC partners (“Teens in the Driver’s Seat”) i.e., speaking at the Teen Summit(s), creating joint awareness videos, Nickel Card building activities etc.
What is the benefit of this partnership to your organization?	Being a non-profit is like running a small business. One must “always” be concerned where the next dollar is coming from to keep the operation running. Being identified as an Endorsed Partner of TASC brings a level of “credibility” which helps us attract corporate sponsors, insurance programs etc. Engagement opportunities with TASC member schools have been many, and has proven priceless.
Is there a fee for TASC schools to attain resources or participate in the program	No. Nickel from Nicole has “never” charged for an onsite speaking engagement, or for the collateral we distribute. Various fundraising events are held each year that has allowed Nickel from Nicole to engage with schools and organizations at no charge.
Does participation in this program require student fundraising of any type?	No. However, there have been schools who insisted they put out a loose change collection jar to collect/donate “Nickels”. When such offers are made, we do not discourage
Is this program available to student councils statewide?	Yes
Describe in detail the resources available to TASC schools through this partnership.	We are a small, family run non-profit based in Plano, TX. On-site speaking engagement requests from independent school districts are accommodated whenever possible, within reason (since we don’t charge). However, Nickel Cards (and/or the materials to assemble) and presentation material are made available anytime, and have been shipped to accommodate requests of up to 12K cards per order. Banners have been shipped for use, and returned. Presentations have been created/sent for integration into an existing awareness campaign, or to allow a school to start their own campaign at no cost.

Describe the plan for serving schools across the state of Texas.	We envision most of the interaction and requests from member schools will be in the form of our Nickel Campaign. Supplies for Nickel Cards are always in stock, allowing us to respond to requests within days. For very large orders, a 2-week lead time may be required. Feedback from participating schools is always encouraged and is used to improve/revise our message & operations.
Describe your intent to exhibit or present at the TASC Advisor Workshop in September, and the TASC Annual Conference in March. (Presentation topics must be submitted and approved prior to each conference. Endorsed programs are eligible for reduced fees for exhibiting. Forms are available under Exhibitors/Sponsors at www.tasconline.org.)	TASC Annual Conference, and Advisors Workshops have been attended every year since in 2016 (except for COVID).
<u>Continuing Programs Only:</u> Provide data on the number of TASC schools that participated in this program in the previous year.	We have “dozens” of School engagements every year following the TASC Annual TASC conferences. Most of these are documented on our Facebook page: https://www.facebook.com/NickelFromNicole/ Here is a very typical inquiry: <i>“In April, I attended the TASC event and visited your booth. As part of a joint project for the community, our student council would like to assemble Nickle cards and hand them out. We have 2160 students (high school and middle school). I would love to have a copy of the short presentation, so we can show during our lunch. What is our next step?”</i>
<u>Continuing Programs Only:</u> Explain how TASC school/student participation has increased or changed since the partnership began.	Approximately 85% of our annual engagements are in support of inquiries that resulted from the interactions we’ve had with schools attending TASC events. High Schools are a perfect target for our message due to the high concentration of new/teenage drivers. We are approached by new schools every year, however it’s the returning schools that we use as our gauge, and it’s encouraging and heartfelt.
<u>Continuing Programs Only:</u> Describe any <u>new plans</u> for serving schools and student councils across the state of Texas.	We encourage feedback from everyone who engages with Nickel from Nicole. As a result, our program is continuously being refined based on student & advisor input. Most recently we are encouraging students to be proactive and promote “beyond” their own school – teens influencing teens.
<u>Continuing Programs Only:</u> Please share any suggestions you have regarding ways that TASC can add value to this partnership.	Please continue to use/refine a punch/stamp card to encourage “ALL” conference participants to stop by the exhibit booths. Fully completed cards can be entered into prize drawings etc.

Thank you for your service to student councils, schools, and student leadership.