



Rewards Campaigns

How To Guide

Summary

Promoting active travel with a rewards campaign is a great way to generate student enthusiasm. This could look like all sorts of things e.g. raffle tickets given out at the gates on surprise unadvertised dates, integration into your PBS (Positive Behaviour Support system), prizes for individual Active Travel participation over a Term. Here you will find some great examples and a breakdown of the steps for success.

Keep in mind that a campaign will take place over a defined period of time. Rewards Campaign activity points can be earned once each Term and should have a minimum of 4 dates where eligibility to receive rewards are measured.

Tips for getting started

Have a think about the components of your Rewards Campaign:

- Decide what your eligibility is for earning a reward.
- How will you measure participation?
- Over what period and dates will you measure participation?
- What the reward will be.
- How will you award the prize or benefit?

Who earns the rewards?

Examples include:

- The student with the highest Active Travel participation rate over the Term.
- Everyone who arrives by Active Travel on certain dates.
- Every 5th student who arrives by Active Travel on certain dates.

Measuring participation

This could look like:

- Clipping a [Star Card](#).
- Student team greeting arrivals at the gates or a central check in point.
- Students self-complete a tally chart in their classroom.
- High School students scanning a QR code and filling in a Google Form to register their active trip to school.



Planning your campaign timing

Examples include:

- Any 4 dates over the Term.
- Part of your usual Regular Active Travel Day.
- For 4 consecutive days.

Consider random surprise use of spot prizes at the gates. Rewards are most effective when they are not expected. In behavioural psychology this is known as intermittent reinforcement¹.

Remember, Rewards Campaign activity points can be earned once each Term and should have a minimum of 4 dates where eligibility to participate is measured.

What will the reward be?

Consider:

- Raffle tickets
- Scooter use at recess or lunch
- Medium reward shop prizes, e.g. helmets, umbrellas, bike pumps, crazy socks.
- Large reward shop prizes, e.g. using bike shop vouchers to purchase a bike or scooter.
- Other existing benefits in your PBS (Positive Behaviour Support system)

How will you award the prize or benefit?

This may look like:

- Student team awarding spot prizes at the gates or a central check in point.
- Winners being announced over the PA system and prizes being delivered to classrooms by the student team.
- An assembly item.

¹ Main, P (2023, March 28). Skinner's Theories. Retrieved from <https://www.structural-learning.com/post/skinners-theories>

Tips for success

Include the following in your planning:

- Define your goals - what are you trying to achieve? (e.g. 5% increase in active travel)
- How are you going to measure your goals?
- How are you going to share and celebrate the outcome?
- How will you communicate your rewards campaign to staff, students and parents?
- How else can you promote and drum up enthusiasm?
- If classroom teachers are involved in collecting data - how are you going to get your staff onboard? Do they have an incentive?

Maximising your story points

- How did you communicate the campaign? e.g. newsletter, social media, school messaging system, assembly, posters, announcements.
- Student content - add a quote about the activity from your students.
- Photos - tell your story through your photos, including screenshots of promotion.
- Detail - imagine you are creating a step-by-step resource for others to replicate.
- Travel Behaviour change - add any observations or data.
- Lessons Learnt - what had the most impact? What would you change if you did it again?

Links

- [WA Bike Month - The Excitement is Real!](#)
- [Terrific Travel Thursdays](#)
- [WA Bike Month week 1 beacy bikers go live!](#)
- [Calista PS launches Your Move star cards](#)