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## ASSET BUILDING BUTTON CAMPAIGN

### Sherman Elementary School

### Henrietta, New York

The Asset Building Committee at Sherman Elementary School focuses its efforts on partnering with parents and the community to increase awareness about developmental assets and the important role they play in the growth and education of young people. The committee has implemented a number of practices throughout the past two years, including a button campaign promoting asset building.

Students can earn ten different buttons throughout the school year featuring assets such as cooperation, respect, tolerance, and caring. On a rotating basis, the committee distributes buttons to all teachers and staff. Along with the buttons, the committee passes out a list of ideas of things students can do to earn buttons. Children are given a button when they exhibit one of the behaviors. Teachers try to capture teachable moments, highlighting the desired behaviors they witnessed and encouraging the other students to follow along. As the students wear their buttons home and in the community, the school hopes that they will be asked about the button, thereby, giving students an opportunity to share how they earned the button.

The school's winter concert yielded another opportunity to communicate with families about the work the school is doing on developmental assets. All of the songs' themes focused on the ideas conveyed by the buttons. The students designed the ideas and props to go along with the songs such as "Cooperation." Families and community members enjoyed the concert and welcomed this opportunity to support students in their efforts.

The Asset Building Button Campaign, along with several other initiatives, has supported the overall district goal of promoting a caring school environment. The buttons have served as a rewarding communication tool to give everyone in the school community the opportunity to encourage students' character education.

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