



# Device Activation Best Practices

There are multiple effective strategies for distributing devices to eligible students, including holding large activation events. The following is a list of best practices that our 1MPF districts have used to ensure that as many students as possible have the opportunity to participate in the program, and unleash their full potential.

## Identifying Eligible Students

- 1. Survey students for eligibility as early as possible.**  
This approach will provide a terrific head-start prior to the activation and distribution of devices.
- 2. Provide teachers with Student Information Forms in advance.**  
Encourage teachers to distribute forms to students in each of their classes in the first few days of the school year, and have eligible students complete and return them as soon as possible.
- 3. Equip trusted coaches/counselors/teacher aides as well with Student Information Forms.**  
Eligible students may be more inclined to participate if they are encouraged by a trusted school advisor to sign-up.
- 4. Robocall students' homes/parents' cells.**  
Let them know they should contact a specific administrator(s) regarding possible participation in 1MPF, and the eligibility requirements.
- 5. Use 1MPF's draft parent letter to send to students' homes.**  
This letter, which can be found on [1MillionProject.org](http://1MillionProject.org), details the potential opportunity for eligible students.
- 6. Highlight the 1MPF opportunity in all commonly-used school communication platforms.**  
For example, on your school's website, student/parent portals, social media and in newsletters.
- 7. Consider setting up a "Lunch-and-Learn" table in the cafeteria.**  
Some districts have found that this strategy can be effective at reaching multiple students in a high-traffic place, and educating them on the program and encouraging to sign-up on the spot if they qualify.

To identify eligible students, visit [1MillionProject.org/school-resources](http://1MillionProject.org/school-resources) for a variety of helpful communications resources including:

- Sample Student Survey
- Student Information Form
- Parent Letter
- Communications Toolkit with sample emails, robocall script and social media posts

## Activation Events (The following tips should be considered when holding large activation events)

- 1. Train 4-6 staff.** This will ensure you have enough people who can help facilitate device activations.
- 2. Pre-activate devices for identified/eligible students prior to distribution.** This enables more efficient distributions that require fewer people and improved communication between the students and the adults.
  - A. Utilize Google spreadsheets to facilitate large pre-activations; contact your 1MPF Implementation Lead for additional information.
  - B. Organize pre-activations by school location to facilitate quick device deployment at each school.
- 3. Dedicate a sufficient amount of time for your activation event.** 4-6 staff in 3-4 hours can activate approximately 250 devices.
- 4. Activate devices several times per week (and not only at larger events that happen every three weeks or so).**